



IGNITE! 2011

CHANGE NOW
GLOBAL YOUTH ASSEMBLY

OUR WORLD. OUR WATER.



presented by
John Humphrey Centre
for Peace and Human Rights
pour la paix et les droits de le personne

Program Report



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Executive Summary



From July 27-30th, 2011, the John Humphrey Centre for Peace and Human Rights was proud to host the third biennial Ignite Change Now! Global Youth Assembly at the University of Alberta in Edmonton, Canada. With the overarching theme focused on Our World, Our Water, the Assembly aimed to create a space where diverse youth could explore the multiple ways that water connected to human rights and the critical issues that are facing our world and communities. Leaving the Assembly, delegates would have tangible tools and strategies for taking action and making a positive impact on our local and global water resources and human rights.

"The human right to water is indispensable for leading a life in human dignity. It is a prerequisite for the realization of other human rights."

~ UN Committee on Economic, Social and Cultural Rights (UNCESCR)

Three hundred youth delegates from across Canada and from ten countries around the world had the unique opportunity to meet inspirational youth and engaged educators, activists, politicians and human rights defenders in an intimate setting. While we were originally disappointed by the number of participants, especially as less than ten of more than 500 international visa applications were approved, the turnout proved to be an unexpected joy as many of the delegates formed more solid connections with each other and with the speakers.

Throughout the program, delegates were exposed to a diversity of issues, perspectives and solutions to water crises around the world and in our own backyard. With the incorporation of twenty minute innovative Ted-style talks, the content at the GYA doubled and delegates had the option of "building their own experience" as they could chose to learn more about the issues that mattered most to them. Overall, eyes were opened to critical and largely unknown human rights issues of our day and delegates were exposed to different methods and philosophies for engagement – from arts to corporate social responsibility to service provision to advocacy.

On the final day of programming, after spending an afternoon dialoguing in small groups with trained Lead Action Facilitators, all delegates developed action plans to address water issues in their community and shared their commitments during the closing ceremonies. They left feeling empowered to create change when they returned home and had a peer support network in place to share their experiences beyond the Assembly.

The outcomes of the GYA are already rippling – even before the GYA wrapped, a group of students produced, filmed and edited two short videos on the experience of being at the GYA and more footage is being edited, including a computer-generated imaging of performances at the Open Mic Night. We are excited to hear reports that two GYA alumni have started a chapter of Amnesty International at their High School and are launching a campaign to remove bottled water from their campus. These ripples will become waves as we are remaining in contact with delegates through email and



Delegates with TOA - "The Overachievers"

various social media networks, including Facebook and the GYAaction ning network.

An intensive documentation of the entire event has left the John Humphrey Centre with more than 50 hours of videoed speeches and interviews for use in the development of future educational resources for elementary, junior and senior high school levels. Keynote and Ignite Change Now! presentations are being uploaded to the website so the wisdom of the GYA can live beyond the walls of the event itself. A book of transcribed presentations is also scheduled to be published by the University of Alberta Press. This will not only include keynote and Ignite Change Now! presentations but also hands on activities and tools that can be used by educators or community workers in addressing water issues.

***All you need is a spark
to start a fire.***

- Delegate comment

While continuing challenges of funding, participation, visa applications and logistical issues were learning opportunities, we recognize them all as a challenge to innovate and look forward to the evolution of the Ignite Change Now movement – one that is unique, timely, important and effective – and is coming back to Edmonton in 2013! Plans are also being explored to host a parallel Assembly in Ethiopia in the future to take the movement beyond Canada.

There was no doubt by the end of the event that the GYA was once again a success and an important watershed moment for the delegates, the presenters, the John Humphrey Centre, the University of Alberta, the City of Edmonton, the Province of Alberta and Western Canada as a whole. The energy in the room was buzzing after the announcement that the next GYA will take an in depth look at Global Health, keeping this movement of youth engagement dynamically alive.



Delegates describe some GYA highlights:

- *Drum Circle was lots of fun, interfaith panel, opening ceremony; opening events in the morning – hoop dancer, Aboriginal prayer, laughter yoga; thanks for not cheaping out on the water bottles! I will use this water bottle at home.*
- *The short talks were great. Very varied. Interesting people and sessions.*
- *Speakers were phenomenal.*

Delegates report on how the GYA will help them ignite change in your community:

- *The information was an inspiration*
- *Going to tell everyone this is important.*
- *Be aware, inspire others*
- *Talk about learning*



Daily Overview

July 27th: Water is Unity

This year, in order to facilitate a space where delegates could come to the Assembly and have time to connect with other delegates and explore and learn more about human rights and international conventions and documents, the Centre planned a full afternoon of informal activities against a backdrop of music and entertainment. The intention of this day was to create a welcoming space and not rush into a formal program.

The day started at noon with registration and a variety of areas and activities were set up to facilitate delegates in connecting with one another. In one area, delegates worked with local Métis artist Carla Gilday to artistically reflect their perspective on the conference theme of water by creating and painting water flags that were on display for the remainder of the conference. In another area, delegates were able to reflect on concepts of diversity and inclusion through a photo booth hosted by the Youth Working Group of Racism Free Edmonton. At this space, youth were able to integrate their photo onto a social media site in a fight against racism and discrimination and connect to the Edmonton Youth Group. Another activity set up to get the delegates moving and communicating was a human rights based ‘race’ in which they would have to engage with other delegates to garner information about human rights as well as to explore the University of Alberta campus to get a good footing and grounding in the location of the conference by finding specific venues and artifacts. A selection of delegates who completed the task were selected in lottery style as a prize for their efforts.

I loved the work from the Jasper Place High School. Please send our great thanks for their amazing creativity. I LOVED the dresses, the movie – what amazing kids and mentors!

- Delegate comment



The mix of activities and performances was very energizing and the food was AMAZING!

- Delegate comment

Wrapping up the afternoon, the Edmonton Festival City supported the engagement of Madame La Loon and Poopé as entertainment throughout the crowd to get them relaxed and enjoying the space. After some team-building activities lead by Quetzala Carson, a concert kicked off on stage featuring TOA (The Overachievers), a young Sudanese rap trio, followed by Edmonton’s own Ukulele cover band, The Be Arthurs. The energy from both of these performances brought energy to the afternoon and set the stage for starting the formal

programming in the evening.

The formal program kicked off in the evening with welcomes from sponsors and dignitaries including the Honourable Lindsay Blackett, Minister of Culture and Community Spirit and Elder Francis Whiskeyjack. The opening artistic piece was a compilation of entertainment pieces starting with a film

production by Jasper Place High School youth telling the story of water through Aboriginal elders, videography and music. This was followed by an amazing dance performance by the Rising Eagle Dance Group which was set against a backdrop of live painting. New Youth Edmonton then brought the opening performance to a close with a bang showcasing their amazing drumming and performing abilities.

The opening keynote for the GYA in 2011 was intended to take a bit of an innovative and unique approach to get youth immediately thinking 'outside' of their box, or shall we even say, outside of their universe. Jaymie Matthews, O.C. , leading Canadian astrophysicist, spoke at length about the meaning water has in space exploration and the ways in which extraterrestrial water sources are teaching us about environmental stewardship here at home. We were especially grateful for Jaymie's continued presence throughout the remainder of the GYA, taking part in many different sessions and forming a distinct bond with the delegates.



I have been to at least a dozen water conferences over the past year and a half and never has an astrophysicist's perspective been included. Dr. Matthew's presentation was extremely interesting and gave a new important and valid perspective. Thank you!

- Delegate comment

The evening closed with a performance of the Ignite Change Now! Song by the GYA Collective Artists bringing energy to the close – delegates left the opening ceremonies distinctly looking forward to the next day's program.



Student collaborative art project

The opening ceremonies had great energy. Loved the diversity of performers and dancers. What a wonderful start to this conference.

- Delegate comment

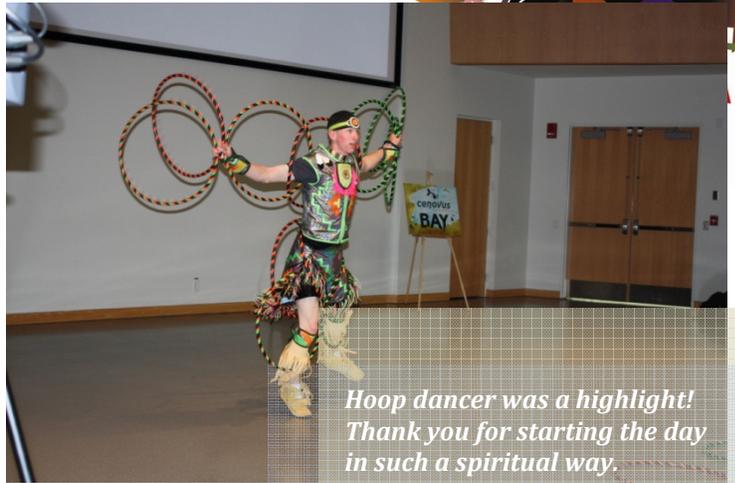


Volunteers staff the human rights scavenger hunt

July 28th: Indigenous Perspectives

The first morning of programming in the University of Alberta's new Centennial Centre for Interdisciplinary Studies was designed to focus on Indigenous perspectives on water issues from around the world. Again, Edmonton Festival City supported the participation of young Hoop Dancer, Christian Hazell, a 17 year old Métis youth and current 2 time World Teen Hoop Dance Champion, who opened the day in dance.

His performance was followed by a keynote speech from Danika Littlechild, made possible by the Canadian Commission



Hoop dancer was a highlight! Thank you for starting the day in such a spiritual way.

- Delegate comment



Best presentation I've seen yet on Indigenous Rights/perspectives in Alberta. Amazing speaker!

- Delegate comment

for UNESCO. Danika is a member of the Ermineskin First Nation, located in Hobbema, Alberta, who practices law and wrote her Master's thesis on Indigenous People and Water: law, policy and culture. She kicked off the morning discussions by placing delegates within the provincial and Canadian landscape, describing the importance of our relationship to water and providing a few more markers on our global roadmap to protect water for the future.

The continued support of the International Development Research Centre allowed us to bring Natalia Greene-Lopez from Ecuador and Vincent Pooroe from Indonesia to complete the morning's program. Natalia spoke passionately about the Rights of Nature and the landmark movement in Ecuador to integrate these rights into the constitution. Putting environmental protection within a rights-based framework has achieved

considerable success in Ecuador thanks to the work of the Pachamama Foundation and was an inspiring and exciting concept for the GYA delegates. In Indonesia, Vincent Pooroe presented on his research on work to create a community based approach to water supply and management in urban slums; a method that has tightened the gap between access to water for the urban poor and their more affluent neighbours. It was with disappointment that scheduled presenter Dr. Grace Adeniji from Nigeria who was to bring forth a gender perspective on water, was unable to participate in the event due to challenges with securing her visa to travel to Canada; an unfortunate but consistent story among many international delegates seeking to be part of the GYA.

The diversity of perspectives presented this morning was greatly appreciated and continued in the workshop sessions where delegates had the choice to attend one of an array of breakout sessions hosted by engaged youth, students, and activists from TakingITGlobal, World Vision, Waterlution, Green Kids, CAWST, and the Rights and Democracy Student Network :

- Water and Human Rights in India
- Weaning off the Bottle



- Water Wars: Making or Breaking Ethics?
- Peaceful Proactive Positive Activism 101
- Tread lightly: taking action on climate change
- Water: Our Stories
- Tikho's Story: A Quest for Clean Water in Zambia
- Water is Life
- Able People, Disabling World: Water Access Inequality and Disabled Populations
- Human Rights Impact Assessment Simulation: Philippines
- Reflections on Canadian and Global Water Consumption
- Reach out to your community! How to organize a public awareness campaign about the commodification of water in your classroom

The workshop really opened my eyes to the complexities of negotiations! I would have liked more time.

- Delegate comment



Following a delicious lunch catered by the Dish and the Runaway Spoon, delegates explored another dimension of water during an interfaith panel called *Water as a sacred element: perspectives from world spiritual traditions*. Bringing together representatives from the Hindu, Jewish, Muslim, Zoroastrian and Christian traditions to explore the connections between spirituality and environmental stewardship, the Interfaith Centre of Edmonton brought unique and thoughtful perspectives to youth delegates and encouraged them to think about the role of faith, water and peace.



This intense session was incredibly well received by participants:

- *Loved this event! You have done a wonderful job at including the many aspects of water, science, spiritual and cultural.*
- *I felt like it was a lesson in acceptance and grace.*
- *Good diversity! So glad to see the Christian perspective as not dominating.*
- *I found it very refreshing to see different faiths acknowledging and respecting one another's ideas.*



Closing out the day's program, the President of the Canadian Commission for UNESCO, Axel Miesen, spoke eloquently about the importance of youth engagement in their communities as he introduced Bob Sandford, EPCOR Chair of the Canadian Partnership Initiative of the United Nations Water for Life Decade. Mr. Sandford achieved the impossible as he presented a harsh look at the real magnitude of the global freshwater crisis in an inspirational way, leaving delegates with solutions for the future (awareness is key) and a vital piece of advice: never lose your sense of humour.

Film4Change: *The Cove*

After a full day, delegates returned to the Myer Horowitz Theatre in the evening for a screening of *The Cove*, the Academy Award winning documentary that followed an undercover operation of activists and freedivers which exposed the horrific dolphin hunting practices of a small community in Japan. The human impact on the waters and sea life, the associated health concerns, the inhumane hunting techniques and the challenge of being heard by international organizations are all dramatically depicted in this emotional film which was one of the programming pieces which left an indelible mark on participants. Delegates at the GYA were treated to a special presentation and discussion with the Canadian freedivers who starred in the film. Mandy-Rae Cruickshank and Kirk Krack spoke genuinely about the impact making the film had on them and their family and the practical ways they've made changes in their own lives as they are becoming more engaged in issues of water and environmental stewardship. *The Cove* along with Mandy-Rae and Kirk brought a profound story forward and highlighted the complexity of water issues on so many levels.



- *Really enjoyed his connection and information on climate change.*
- *Bob Sandford always inspires me! He's the reason I've dedicated my life to water.*
- *I felt very empowered by both [Axel] and Bob himself really highlighted the importance of youth leadership.*

- Delegate comments

Delegates were inspired by the film and the presentation:

- Thank you for including this movie. Speakers afterwards provided great context to the issue. They were genuine and passionate.
- Very interesting and something I never would have learned or been aware of on my own.
- It was a different view on water issues, not just the water itself but the things inside the water.
- I'm so inspired by this movie. I'm talking a lot about the Cove since watching it. I will inform myself before eating sushi.

July 29th: Local Perspectives

On the “Local Focus” day, the GYA began by lightening the mood with a laughter yoga session led by Jacquie Dorchester, which combined laughter with yogic breathing (Pranayama). Laughter was simulated as a body exercise in the group; with eye contact and childlike playfulness, it soon turned into real and contagious laughter. The concept of Laughter Yoga is based on a scientific fact that the body cannot differentiate between fake and real laughter. One gets the same physiological and psychological benefits.

A definite highlight of the program, Fabien Cousteau, grandson of the infamous Jacques Cousteau, joined us to discuss “One Water, One People” and his new initiative to restore marine biodiversity: Plant-a-Fish. His presentation helped delegates develop an appreciation for the reasons why water is important and connected to each and every one of us. After a thoroughly engaging morning, delegates left with a different understanding of water and new ideas about how they can make change every day: “*refuse, reduce, reuse, recycle.*”



- *Fabien is an amazing speaker. He brought a new perspective to the prairies and a tonne of inspiration. His enthusiasm for adventure and risk taking is a beautiful gift to share. He was also very approachable and willing to share and listen.*
- *Very inspiring! Great ideas for action!*
- *The best keynote so far – Fabien is completely captivating and inspiring. What an amazing privilege to hear him speak and share.*

Fabien’s presentation was incredibly well received and as one of our headliner speakers, delegates had the benefit of having him stay for the full rest of the day where they were able to connect with him one on one and converse further. These one on one opportunities led to some inspiration. One of our young child delegates who was keen on palaeontology is now set to establish herself as one of the first underwater explorers of fossils thanks to his keen interest in the participants.

Following Fabien, the GYA launched the first of the Ignite Change Now! Talks. These talks, inspired by Ted.com, were only 20 minutes long and designed to not only highlight “ideas worth sharing” but also



to offer tangible practical ideas and solutions on change around water from people on the ground. On this day, delegates were offered a choice of four of the following presentations: **Geoff Green**, Students on Ice President and Founder, videoconferencing in from the Arctic; **Preston McEachern** from Alberta Environment addressing water quality and quantity in the oilsands; **Glenn Isaac** of the Northsaskatchewan Riverkeepers Program presenting his new application for information on your watershed; **Suzanne Moccia** speaking about her work at the Federation

of Canadian Municipalities building relationships between municipalities and their adjacent First Nations; **Jesse Skwaruk** presenting fascinating information about Mexico City's destabilizing water table; a group of **youth from the Lubicon Cree First Nation** presenting a shocking video they made on the water crisis in their small community just outside of Peace River, Alberta; and Bullfrog Energy's **Gary Frederick-Dunne** speaking about electricity generation's impact on water. The Lubicon Cree presentation was particularly impactful for delegates with youth leaving the GYA committed to advancing awareness about the lack of potable water on reserves and in Northern communities. Since leaving the GYA, one group of youth in Edmonton has launched an Amnesty International student group committed to this particular topic.



With the permission of the presenters, videos of some of these talks have already been posted to the Youth Assembly Website and John Humphrey Centre's vimeo channel and more are forthcoming.

Following the lunch break, delegates again broke into small groups and attended workshops. A sampling of these included:

- How to raise green kids: children who change the world
- Water Rights, Clean Freshwater for All, and Indigenous Sovereignty
- High Risk Youth Uncensored – An Educational Exchange (looking at youth, inner-city poverty and water)
- For Empathy in Society, First Teach it in our Schools!
- Water and Sanitation: A Concern for Healthcare
- Critical Discourse Analysis: Analyzing Water-Related Texts to Reveal Power Relations and Ideology
- Speak Up and Stand Strong: Debating Water Issues in Bangladesh
- Polar Ambassadorship: Students on Ice making change!

It was such a pleasure being able to engage with this group – they were friendly, welcoming, interested and awesome. Great questions too!
- Workshop Presenter comment

Before their dinner break, delegates heard from Cory Habulin and Satya Das in a 90 minute shared keynote presentation and dialogue. Cory challenged participants to consider different ways of thinking about the social and society in terms of



- *Satya Das was very positive and gave tangible, achievable goals. Excellent.*
- *Satya reminded me of what I have to give this earth; compassion and selfless service.*
- *Satya Brata Das was very inspiring, not necessarily about water, just in general.*
- Delegate comments

environmental issues, managing those issues and in particular with regard to our water.

A former board member of the John Humphrey Centre, Satya Das then took the stage and shared an impassioned presentation with the GYA delegates that connected the past and present and gave tangible solutions for the future. His advice to remember the “Power of 10” (surround yourself with 10 people who have the same passions, suggest others do the same) resonated with delegates. Das brought a Gandhian perspective to looking at water and human rights and gave the delegates a moral compass to inspire their work and future.

The evening keynote, Ms. Sandra Odendahl, Director of RBC’s Corporate Environmental Affairs, shared with delegates some tips and tools for being a responsible consumer and identifying good corporate environmental responsibilities. Sponsored by the Royal Bank of Canada’s Blue Water Project, she highlighted some of RBC’s best practices and responded realistically to questions and critiques from her audience.

- *It was good to have some input from one of Canada’s largest corporations and largest bank. She gave us an idea of what RBC is trying to accomplish in a shift to funding green companies however small of investment it is.*
- *I learned how to identify green products.*

Patron Luncheon

During the workshop sessions, John Humphrey Centre Board Members, staff and sponsors shared a networking lunch with speakers and special guests of the GYA. This luncheon was an excellent opportunity to talk more informally about the GYA concept, the larger Ignite Change Now! movement and to begin discussing, brainstorming and planning for GYA 2013.



Open Mic Night

The Open Mic Night was, once again, a tremendous success. While organizers worried about hosting the event with fewer delegates and feeling the pressures

of long days, when the decision to cancel was put to a vote, there was no denying that it remains a constant favourite at the GYA. Delegates shared their music, spoken word, dance and comedy skills in a celebration of the diversity. One young woman performed with her guitar for the first time in public, and another young man, whose teachers described him as the shy introvert, won a rap battle against his mentor. We're also looking very forward to seeing the completed video of Jaymie Matthews' tour of the solar system filmed against a green screen as he performed a scene from Monty Python with the help of a delegate!



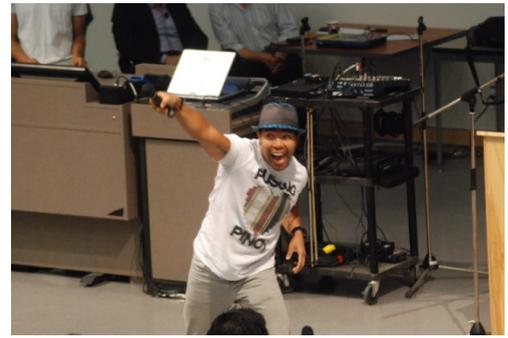
Fun fun! Great way for youth to find leadership and courage.

- Delegate comment



July 30th: Individual Perspectives

To get everyone moving Saturday morning, Jon Jon Rivero, a long time friend of the John Humphrey Centre and Director of QiCreative, lead delegates in an interactive, high energy, entertaining group beat box lesson before Elana Wright of the Rights and Democracy Student Network introduced Maude Barlow's video address. Ms. Barlow gave insight on the initiative at the United Nations that resulted in the declaration of the human right to water and sanitation – an initiative that celebrated its first anniversary during the GYA. Following Maude Barlow, through a partnership with Change for Children and funding support from IDRC, the GYA welcomed Julio Espinoza from the Centro Humboldt in Nicaragua to discuss the ways in which climate change is affecting the food security of Central America's indigenous populations.



The Ignite Change Now! Talks on Saturday took a closer look at the individual actions we can take and which are already being taken by individuals, corporations and institutions in Alberta. **Nathalie Stanley** from the Battleriver Watershed Alliance introduced a program they use to engage young youth in caring for their watershed; **Councillor Don Iveson** spoke on Edmonton's "The Way We Green" plan – an environmental policy developed through the course of community consultation; **Matt Moreau** made the case for ethical bottled water supplied by the Edmonton-based EarthGroup while **Dr. Kyle Murray** examined the social and environmental impacts of consumers' decision to drink bottled water; **Leor Rotchild**, Advisor at Cenovus Energy, addressed water stewardship for energy users and producers; **Kris Hodgson** gave delegates career advice in the green energy sector. Finally, **Abdullah Saleh** and **Mohamed El Daly** brought the global to the local with overviews of local projects making change in Kenya and Egypt respectively.

Julio spoke openly and honestly. I appreciated that I felt he was opening up to us – sharing, teaching, encouraging us to act.

- Delegate comment

After the lunch break, delegates partook in their last workshop session choosing from such varied topics such as:

- Activism on the Web 2.0
- Step it up... with Leadership!
- Building Real Consensus
- Exploring Stories of Water
- Peace Revolution: Global Cooling by Inner Stilling
- Becoming a Green Catalyst in your Community
- Building a Community of Change: the skills you need
- Access to Resources: Dynamics Behind Access to Clean Water
- Conversing Water at home and avoiding Global Water crisis
- Water rights in Canada and within our province

I learned more about my local Edmonton to Calgary to Kenya connections and how to take action with an idea. It was interlaced with humour and inspiring.

- Delegate comment

Action Planning

The Global Youth Assembly is always a unique and life changing experience for youth, the young at heart and anyone who works with or educates youth. Everyone, regardless of age or experience, walks away from the GYA having learned and shared something new and with a commitment to action for positive social change. In this way, the GYA is more than just a conference; it's the creation of a movement. No matter what the theme, the GYA is always about action and this year was no different.

On the final afternoon of the Global Youth Assembly 2011, participants underwent an intensive action planning session which paired them with peers who shared similar interests or concerns and gave them the time and tools to make a detailed plan of action for positive change.

For more information on the action planning component of the GYA, please see the detailed report later in the document.

Special Consultation: CCUNESCO

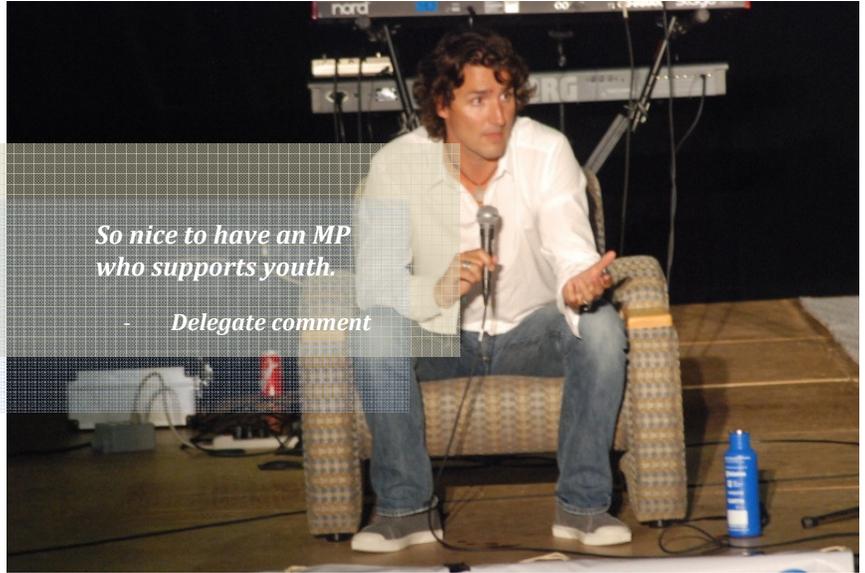
In advance of the 7th UNESCO Youth Forum and UNESCO's 36th General Conference in October 2011, our founding partner, the Canadian Commission for UNESCO, held an extended consultation discussion with a select number of delegates at the Global Youth Assembly. Participants had the opportunity to discuss, debate and prioritize topics to bring forward at the Youth Forum and assist in shaping Canada's position at the event.

Closing Ceremonies, Keynote and Concert

Renée Vaugeois took the stage to kick off our closing ceremonies with the announcement of the theme for GYA 2013 – the next biannual conference will take a close look at the human right to health. Issues of inequality and vulnerability in global health will be the focus exploring critical issues such as mental health, non-communicable diseases, suicide, disabilities and so much more. Health is one of the most fundamental human rights – for without health, we cannot live a life of well-being or dignity. Many delegates and speakers quickly approached organizers with enthusiastic ideas and suggestions – the momentum continues!



The John Humphrey Centre was delighted to host the Honourable Justin Trudeau during the closing evening who spoke passionately about Canada's youth as leaders of today, not tomorrow and the critical issues that face us around water. The evening was intimate, special and memorable to all. Many delegates were able to ask Trudeau questions, including a couple of younger youth ages 6 and 8. His answer to their question of "What can us little kids do?" reminded all of the delegates of the power of speaking up, and using the knowledge they have to impact those closest to them – in their families and homes.



So nice to have an MP who supports youth.

- Delegate comment

To celebrate all that had been learned and accomplished over the previous four days, the GYA closed a presentation of action plans by the youth delegates from the sessions earlier in the day followed by a concert featuring Conscience, an up and coming young Canadian hip hop group with a message of social responsibility, and Edmonton's own Souljah Fyah, a Juno-nominated reggae band.

On this final evening, the connections and intimacy that had been created between the delegates was strong and heartfelt as they presented their action commitments and said their goodbyes and their "see you next time".



Awesome speaker. Thanks for bringing him in! Conscience was really good too!

Both musical acts were awesome!

- Delegate comment





Additional Programming

Elementary/Junior High School Level Leadership Program

Program Objective

While the Global Youth Assembly is normally dedicated to high school and university level students; this year, the JHC hosted a one day parallel leadership program, on July 29th, for twenty five elementary and early junior high youth to foster their sense of citizenship, leadership and commitment to human rights and the environment.



Students had the opportunity to explore critical issues facing the world's water as well as meet world water leaders, including heroes such as Fabien Cousteau (leading oceanographer) and freedivers Mandy Rae Cruickshank and Kirk Krack. This experience provided a unique opportunity to open students' minds to the possibilities of the world, in not only how people can have a positive impact on their world, but also to the wide realm of future career possibilities. Being in an environment that is extremely diverse also provided students a unique experience of different cultures, background and abilities.

Students, guided by educators, had the opportunity to explore critical concepts regarding human rights, diversity and citizenship, which included:

- Meeting 'heroes' and older youth from around the world;
- Participating in an exploration program on human rights and the environment; and,
- Acquiring new knowledge and skills that can be shared at school upon return.

Following the Global Youth Assembly, students will be invited to participate in an advisory council to the John Humphrey Centre in preparation for a large elementary student conference that will take place in Edmonton in Spring 2012. In partnership with the Telus World of Science in Edmonton, this conference will be grades 2- 6 focused and will address the theme of and issues surrounding water as well as water as a human right. The students will have another opportunity to present their understandings and experience of their summer program at this conference.

Participants

Attendance in the Young Youth program at the Global Youth Assembly was both diverse and high. Students from Edmonton ranged from grades 2 to 6 and included a range of both boys and girls.



Furthermore, a number of young rural youth from Niton, Alberta traveled to Edmonton to attend the Young Youth program. These youth consisted of students entering both grades 6 and 8. They traveled to the Global Youth Assembly accompanied by a teacher as well as two parent chaperones. Altogether, approximately 25 students and 3 adults attended the Young Youth day.

Program Highlights

Young Youth at the GYA began their day with warm up session of laughter yoga along with the GYA delegates. Immediately following laughter yoga, the Young Youth listened to keynote Fabien Cousteau, who addressed all of the GYA attendees in the plenary session. Mr. Cousteau spoke about the interdependent relationship with our water planet and some of his latest efforts to save our oceans, including his organization Plant A Fish, which uses the positive action of “replanting” undersea flora and fauna in environmentally stressed areas.

After his plenary address, Mr. Cousteau joined free divers Mandy-Rae Cruickshank and Kirk Krack in a one on one session with the Young Youth. Mandy-Rae and Kirk are involved in professional freediving and were also featured in the award winning documentary *The Cove*, helping to uncover the plight of our oceans and the dolphins and whales that live in them. Young Youth took the opportunity of this private one on one session with these real life “heroes” of water to ask them a range of questions, including how they became involved in their field of expertise, their strangest or most impacting experiences in the ocean, their favourite ocean animal, and what they, as young youth, can do to become active and change-makers. The exchange was both informative and informal, allowing the youth to enjoy and learn from these ocean experts. One young youth even received an autograph from Mr. Cousteau, who also offered him as well as the other youth an exclusive chance to see his newest documentary by providing an online link.

Following the question and answer session, the Young Youth followed two program streams. The older students from Niton, accompanied by their teacher and parents, joined the regular programming offered on day 3 of the Global Youth Assembly. This included TED style talks as well as workshop sessions. The younger students continued their day with an outdoor educational game provided by the John Humphrey Centre’s summer Rights in the Sun program coordinator. The activity highlighted water and their relation to it in regards to human rights.



Following lunch provided to the students, the young youth participated in a drum circle led by *Music is a Weapon*. *Music is a Weapon* is an Edmonton-based non-profit organization dedicated to empowering communities through art. Through promotion of local artists, inclusive celebrations, and community collaborations, their team of inspired volunteers strive to raise awareness about social justice while developing a socially conscious network. The Young Youth really enjoyed the opportunity to create collective music and mingled with the older youth at the Global Youth Assembly.



The Young Youth's afternoon at the GYA began with a short film from the National Geographic series *Really Wild Animals*. The film highlighted the world's oceans from surface to sea floor animals and their habitats via award-winning wildlife cinematography. This provided the students not only with some interesting information in relation to ocean animals but as well provided some "down time" in order for the students to reflect on their day thus far.

Following the film, students were asked to create a water droplet that highlighted "3 things" that they had either learned or that they would like to do in relation to water.

The majority of the afternoon was spent with Engineers Without Borders, in partnership with DiscoverE science program at the University of Alberta. DiscoverE is a student-delivered initiative of the Faculty of Engineering with a focus on fun, accessibility and mentorship. They deliver classroom workshops and engaging summer programs that bring the excitement and possibilities of engineering, science, and technology to 20,000 youth every year.



The Young Youth were first given some important facts regarding water and accessibility around the world and were then, in small groups that represented countries around the world, asked to create a water filter with materials provided. There was, however, a catch. Although each group was



given instructions, depending on the country, the instructions were of varying degrees of difficulty legible. The percentage of legibility was based on the country's literacy rates. Furthermore, each country was given a certain amount of money to purchase the necessary equipment and materials needed to create an effective water filter; however, based loosely on the country's gross domestic product, the amount of money ranged dramatically. There was a significant amount of disparity between Malawi and Canada, for example.

The students were highly engaged, not only in the process of building the water filtration system but as well the relationships between the small groups. Groups eventually discovered the advantage of sharing their monetary wealth and were able to see what can be accomplished when working together.

The leaders from Engineers Without Borders finished their session by showing the outcome of the water filtration systems by demonstrating to the students the effects of “dirty water” moving through the filters.

At the end of their GYA day, the Young Youth proudly displayed their “3 Things” activity in the form of water droplets on the Action Wall at the Global Youth Assembly for all delegates to see. The Young Youth also were given the opportunity to reflect on their day in a group and consider the impacts of their learnings in relation to human rights. In small groups, they considered numerous rights that children have, and what importance they have in their lives. Then they spoke of the highlights of their day. They took home a supplemental workbook, the GYA program, a water bottle, and nametags from which they can plant and grow wildflowers.

Recommendations

Overall, the response to the Young Youth Day at the GYA was overwhelmingly positive and well received by all involved. The young youth were highly engaged with the activities and also were reflecting on their learnings as highlighted with their “3 Things” water droplets. Parents as well seemed pleased by the activities offered as well as the response of their children to the day. The John Humphrey Centre intends to follow up with the students involved and encourage them to participate as an advisory group for our upcoming elementary conference in the Spring of 2012. Furthermore, the Young Youth Day will be something that the John Humphrey Centre will integrate into future GYAs.

One parent commented, “Thank you for a wonderful day and opportunity for the boys. They talked the whole way home and [one of my son’s] was over the moon!”



Action Planning

Program Overview

On the final afternoon of the Global Youth Assembly 2011, participants



underwent an intensive action planning session which paired them with peers who share similar interests or concerns and give them the time and tools to make a detailed plan of action for positive change.

As part of this process, the John Humphrey Centre with support from the Muttart Foundation trained and provided facilitators to lead the action planning at the GYA this year. The training provided a fantastic opportunity for

facilitators to not only attend the GYA, but also to be part of the amazing movement towards action on issues around water and human rights.

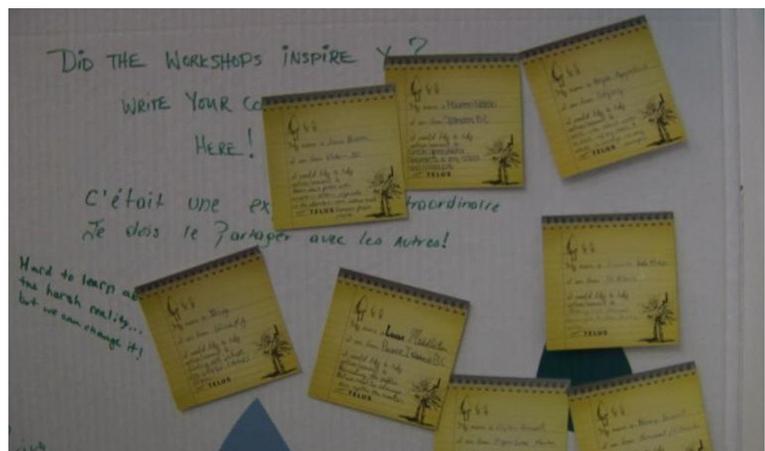
Nineteen youth had the opportunity to volunteer as our Lead Action Facilitators. In partnership with ICChange, Lead Action Facilitators received intensive training prior to the GYA preparing them for the experience. This diverse group of facilitators then led the larger delegation of the GYA through a process of moving from ideas to action. The team acted as a key component to moving the GYA to a new level and to facilitate the movement of youth impacting change in their communities.

Following the Global Youth Assembly, facilitators will not only be able to provide online support to youth in regards to their action plan, but as well take the training provided and apply it to their current knowledge and experience. Furthermore, these facilitators will be used by the John Humphrey Centre in forthcoming activities requiring facilitation.

Training Highlights

On Friday, July 22nd and Saturday, July 23rd, participants in our Lead Action Facilitator training program met to receive intensive training in the areas of facilitation and action planning. The first session on Friday provided facilitators with an intense introduction to facilitation as well as practical skills and knowledge that they could not only use during the Global Youth Assembly but as well in all future endeavours in their organizations as well as future volunteer opportunities offered by the John Humphrey Centre.

The facilitation training session began with introductions and a brief warm up activity, followed with an overview of facilitation, including both responsibilities of a facilitator as well as skills required. A comical skit was delivered to the participants to highlight what a facilitator should NOT do. Dinner was provided to the participants as well.



Following dinner, participants were given the opportunity to dive into practicing facilitation skills. They were divided into small groups where each participant had a chance to facilitate the group while the

others took turns acting as participants as well as observers. This was a great opportunity for the participants to gain first hand, direct, relative experience, as well as learn from others and gain confidence.

The remainder of the facilitation training continued to highlight practical application of skills and knowledge, including aspects such as addressing challenging situations and additional practice.

On Saturday morning, ICChange, a partner of the John Humphrey Centre, led the facilitators through training to gain knowledge and skills in the area of action planning facilitation. Innovative Canadians for Change (ICChange) is a Canadian NGO composed of experts and students from all across Canada, who are putting their diverse skills and talents together for the common goal of improving the quality of life and security of vulnerable populations. This organization acts as an umbrella for projects implemented worldwide with other non-profits, universities, UN and governments. Prior to the training, the John Humphrey Centre met with members of ICChange in order to finalize aspects of the training program and to ensure synergy between the two days of training.

The ICChange team led the facilitators through a process of understanding action in its various forms, such as education, advocacy, and new technology. The team members used their own experiences with action plans to practically highlight and model the process of action planning. The team then gave the facilitators an extensive opportunity to practice their facilitation and action planning skills by dividing them into smaller groups and taking turns leading their groups through an action planning process. The intent was to mimic the process at the Global Youth Assembly, with youth coming together with many ideas, and leading them through a process that would help them develop a collective plan for action or commitment.

At the end of the training, facilitators were given the opportunity to ask any questions they might still have about facilitation or action planning. The training was a great example of collaboration between groups who, although come from various backgrounds, were able to offer complementary skills and knowledge that led to the best possible outcomes.

The students from my school approached presenters about coming to the school. They will be working with students and teachers on water projects.

- Delegate comments



Program Highlights

During the Global Youth Assembly, participants were given the opportunity to contribute to the "Action Wall."

Participants were encouraged to use the action card included in their conference package to write down what area they would like to explore for action when it comes to Our World, Our Water and stick it on the wall. The Action Wall wall captured the ideas participants might have come to the conference with or have been inspired with by being at the GYA.

Throughout the event, facilitators were available to help with grouping together ideas for action. On day three, participants were brought together into groups or teams based on common action interest areas and were lead through a process to change their ideas into an action, actions, or a commitment. Those teams then had an opportunity to show their plan for action, in the most creative way possible, to all participants at the GYA on the closing evening. This will happened in the form of a 2 minute presentation on the main stage.



These actions will not remain as ideas on paper at the GYA. Our hope is that these actions will be implemented and through the GYA ACTION website, all delegates can keep up with each other and share their progress and experiences in implementing their plans.

Due to the smaller number of participants attending the Global Youth Assembly, the facilitation and action planning process became a dynamic approach with the support of the organizers. The delegates were slow to place their action ideas on the Action Wall, and thus, on day 3, delegates were asked to all meet in the plenary space. Prior to the delegates' arrival, the facilitators created a new "plan" for creating groups for action by asking delegates to write their ideas down upon arrival in the plenary space on day 3. The facilitators then grouped the delegates in 'real time'. As the delegates arrived and filled in their forms, the facilitators grouped them in relation to the general theme of their idea for action. Furthermore, prior to the arrival of the delegates, the facilitators grouped themselves into facilitation teams consisting of two or three facilitators. This, for the facilitators, ended up being an advantageous approach to facilitation, as most were very comfortable with more than one facilitator being able to monitor the process of action and lead the group. Each group also had one member from ICChange as a co-facilitator, which ensured that the experience with the process of action planning was present in each grouping.

After a 3 hour session with groups ranging from 6-13 participants, the groups reconvened for the closing ceremonies. Each group presented to the larger group their ideas for action, which ranged from a collective call for education to individual commitments to action based on a learning at the Global Youth Assembly.

Samples of what we heard from the Action Planning Groups:

Team Free Water - presented a campaign called "Free Water" which considered water from a spiritual and material sense. "Recognizing water as something that is eternal, that we shouldn't try to own or sell, in that way, *free water* means keeping water free for its own sake and making water free for all who need it." They suggested going back to their communities and presenting restaurants, cafes, coffee shops with the opportunity to join the campaign which would mean removing bottled water from their shelves and committing to fill their customers' reusable water bottles with tap water at no charge.

The theme of awareness and education were recurrent in the presentations. One group presented their individual commitments to educating themselves to make meaningful change.

I will:

*subscribe to a peer reviewed journal,
research about municipal water projects that are affecting the North Saskatchewan River,
get involved in my local watershed group...*

Recommendations

The training program created for the Global Youth Assembly is one that the John Humphrey Centre will be able to use in the future. A toolkit was also created to accompany the training. The facilitators trained will also now be part of the John Humphrey Centre and be asked to utilize their training and

new expertise for other programs offered through the Centre. They will also be asked to support those youth, especially in Edmonton, with their plans for action, especially those involved in their action planning groups.

Having the opportunity to train facilitators to this extent is profoundly helpful for the John Humphrey Centre. Knowing that there is a pool of knowledgeable, skilled practitioners available for our future programming needs is invaluable to the Centre. In the future, this kind of extensive training will also be invaluable for future Global Youth Assemblies, as the level of trained facilitation offered to youth in terms of action planning met the needs of providing them with a means to lead their ideas to action.

August 1-4: Ignite Change Now! Leadership Training



Program Objective

The John Humphrey Centre for Peace and Human Rights and key partner, the North Saskatchewan Riverkeeper® Program, a licensed member of the Waterkeeper® Alliance, delivered a three day training program for youth focusing on advancing their skills and capacity as engaged citizens. The aim of the Leadership Team was to connect the concept of citizenship with the environment. Allowing youth to engage in an issue that crosses boundaries of identity; whether race, religion, gender or

other, youth engaged in constructive practices in the community that support improved water quality that is accessible to all. These three days were dedicated to exploring and understanding human rights and the environment as well as engaging youth to understand the difference between activism, advocacy and citizenship. The goal of this three day program was to give youth a hands-on curriculum and toolkit which they can utilize in their community to spark discussion and engagement on local water issues.

Participants

Attendance in the ICN Leadership Team was unfortunately low this year with ten youth participating in the full program. There are several factors that likely contributed to this. First, the program followed directly after the Global Youth Assembly (GYA), a four day youth conference exploring water as a human right. Participants were drawn from this conference pool and after an intense four days, many youth needed time to rest and reflect. Second, due to poor economic times, participation in the GYA was particularly low this year, decreasing the number of youth for the ICN Leadership Team to draw from. Third, in the past, the GYA has received Exchanges Canada funding which brings 100 youth from across Canada to the GYA, many of which would likely have stayed to participate in the ICN Leadership Training. Unfortunately, Exchanges Canada funding was not approved this year. Plans are in place to extend this training to more youth in the new year to promote greater outreach.



Program Highlights

Each of the three days carried the theme swim, drink or fish and most activities planned for each day followed the daily theme.

Day 1 - Swim

ICN Leadership participants spent the first day of training at Wabamun Lake, one hour outside of Edmonton. The morning

opened with an overview of the program and several games/activities with a water theme, which are in the Toolkit that the youth all received and was developed specifically for this program. Glenn Isaac from the North Saskatchewan Riverkeeper® Program (NSRP) spoke about the importance of knowing about your local watershed, with a specific focus on swimming in local rivers or lakes. The youth used the Toolkit to discuss some of the provided dialogue topics on the theme swim, which had the participants generating many more questions than the ones provided in the Toolkit. This was a perfect example of what we are encouraging ICN participants to do when they are speaking with a group in their community – get people talking, generate questions, get out there and find out the answers!



Following a brief lunch break, the Alberta Lake Management Society (ALMS) spoke to the participants about the importance of monitoring the quality of our lakes over the years in order to collect a database of annual statistics to monitor trends over a long period. The ICN participants had the opportunity to participate in lake water testing in small groups of two or three.

One participant said “learning how humans affect our lake water vs. natural effects was key to encouraging me to think differently about my actions and those of others around me”.

Once participants completed their water testing, they enjoyed some sunshine and recreation on the beach – some very hands on learning about why we need to take care of our water!

Day 2 – Fish

On the second day of the program, participants found themselves in a classroom at the University of Alberta.

They were very fortunate to spend an hour with Daryl Watters, a Senior Fisheries Technician and Biologist for the Department of Alberta Sustainable Resource Development. Mr. Watters focused on the North Saskatchewan River (NSR), particularly as it runs near and through the city of Edmonton. He dispelled many myths about the NSR and its inhabitants. Participants learned, for example, that there are many fish in the often murky NSR and fishing is certainly possible. Watters spoke about the contaminants found both in the river and in the fish living in the river. He gave a brief history of the



NSR, the changes that have taken place over the past 100+ years, how these changes (particularly population growth and industry) have affected the fish population and included some advice on how to care for our river. Watters provided information on the different types of fish in different areas of the River (cold water vs warm water) and also spoke of the fate and glory of the North Saskatchewan River’s “living dinosaur”-the Lake Sturgeon.



After a short break, Chelsea Rutkowski from the John Humphrey Centre led the youth through a short

workshop on preparing for and delivering a presentation. Participants had the opportunity to stand up in front of the group and practice giving a presentation on water to the larger group. This workshop was a fun and interactive experience for the group, many of whom had never delivered a presentation before.



Participants took their lunches and walked down into the river valley to Emily Murphy Park where they were met by representatives from the Fishing Hole. A short presentation on the rules of fishing on the NSR as well as how to fish were given by and then the participants got a chance to put this all into practice. For many, this was their first time holding a fishing rod for real casting in the River. As they fished, questions were answered about the fish in the River.



As the youth were fishing, the City of Edmonton arrived with 2 large canoes and after a few safety rules, the group were portaging the canoes into the river. The remainder of the afternoon had the youth paddling their way downstream to Goldbar – all the while listening to the guide share the history of the NSR with the crew. What a perfect way to take in the river valley and to enjoy the beautiful weather.

Day 3 – Drink

The final day of the ICN Leadership Training began with Steph Neufeld, Water Specialist for EPCOR, speaking to the youth about Edmonton’s watershed. While remaining positive about the future of our watershed and what a treasure it is, Neufeld stressed the concerns facing Edmonton and other watersheds at the moment. Increasing industry, agriculture, oil/gas, and automobiles are just some of the culprits causing our waters to become polluted, even toxic – affecting the health of our fish and ultimately our health. Neufeld also spoke about the lack of an overarching political monitoring system that could connect the work of the many smaller watershed alliances and coalitions. With government funding not having increased since 1982, it seems unlikely that any of this work will become easier even though it is quickly becoming a very pressing concern that will and does affect us all. Neufeld gave a great review of all of the stakeholders and regulators involved on the watershed including those for drinking water. She also provided possible solutions to assist in reaching objectives outlined for our water quality in the NSR such as LID and input thresholds. Finally, she provided the group some excellent facts on raw water quality before and after the City of Edmonton (and impacts) and the sources of our water; less than 2% from glaciers and over 90% from the 4 upper basins.

The John Humphrey Centre spent the remainder of the morning discussing water as a human right and talking about next steps



for when participants return to their communities. Each participant was given a Toolkit to guide them through the process of connecting with organizations concerned with water in their community, creating a presentation, finding a group to deliver their presentation to and even taking action if they wish to make a change in their community.

Participants boarded a bus and headed to the E.L. Smith Water Treatment Plant in southwest Edmonton where they had a tour of the plant and learned about the process of cleaning river water for human consumption. Participants were then taken to the Goldbar Waste Water Treatment Plant for a tour to learn what happens to water that runs down our drains, toilets and sewers. This plant was particularly interesting to everyone as Edmonton is a leader in waste water treatment – and who doesn't want to know what happens to water as it twirls down our drains?

Recommendations

Though registration numbers were low, the ICN Leadership Program was extremely well received by those who participated. The John Humphrey Centre intends to offer this program again in spring/summer 2012. The 2012 participants will not have the benefit of having spent 4 days immersed in “water” prior to their program like the participants did this year; however, video podcasts of many of this year's GYA speakers will be made available to the 2012 participants to ready them for the training.



Review of Event Marketing

A number of strategies were put in to place to get the word out about the 2011 GYA including radio, online outreach, direct marketing and more. The following provides an overview of the activities.

World Water Day 2011

The morning of March 22 in celebration of World Water Day, event organizers appeared on Global TV's morning show to speak about the GYA and its theme. That afternoon, they took part in a virtual conference hosted in conjunction with the Centre for Global Education which hosted over 400 youth from around the world. This was a difficult logistical experience, but a great opportunity to get samples of the GYA content out to the public, and to liaise with partners and speakers before the event. In the future, this would be a valuable avenue to engage more youth and provide greater outreach.



Media Launch

To officially kick off the return of the GYA, the Centre hosted a media launch at McNally High School on May 25, 2011. This event included a "teaser" from Fabien Cousteau, who joined the event by Skype, a live performance of the GYA theme song, a testimonial from a McNally grad and GYA alumnae, and inspirational words from former-Edmonton Eskimo Graeme Bell on the importance of community engagement. OMNI Diversity Television, Shaw TV, and Shine FM were also in attendance. Unfortunately, Edmonton's largest summer festival was also hosting its launch that morning, resulting in fewer media representatives being available.



Media Contacted (Media Advisories Emailed May 23, and July 25, 2011):

Edmonton Sun

Coffee News

Edmonton Journal

Avenue Magazine

Malcolm Azania

See Magazine

Metro News	Much Music	Riverbend Online
Alberta Native News	APTN	The Edmontonian.com
Beyond Edmonton	Alberta Primetime	Getinvolved.ca
OMNI	CBC radio interactive	Speakupforchange.blogspot.com
BT	Government of Alberta	Reelyouth.ca
Global TV	CBC National	Openparliament.ca
Shaw	CTV	
Access	Gateway News	



Media Coverage:

- Global Edmonton Morning News – TV interview (22 March 2011)
- OMNI TV - Live coverage at Media Launch (25 May 2011)
- Shaw TV - Live TV coverage at Media Launch (25 May 2011)
<http://www.youtube.com/user/jhcentre#p/u/3/ZGXbWUhdVM>
- West Edmonton Local, Lacey Morris – “2011 NextFest showcases local emerging artists” (2 June 2011) <http://westedmontonlocal.ca/2011/06/2011-nextfest-showcases-local-emerging-artists/>
- World FM – Radio interview (16 July 2011)
http://www.youtube.com/watch?v=B11L4Yng_DQ&feature=player_embedded
- Vue Weekly, Steven Wagers – “Aboriginal Right to Water Should be an Issue” (20 July 2011)
http://vueweekly.com/front/story/aboriginal_right_to_water_should_be_an_issue/
- St. Albert Gazette – Kevin Ma - “World’s Youth Rally for Water” (23 July 2011)
<http://www.stalbertgazette.com/article/20110723/SAG0804/307239972>



- Breakfast Television - Interview and live performance (26 July 2011)
<http://video.citytv.com/video/detail/1080598543001.000000/interview-with-global-youth-assembly/>
- OMNI TV – Mandarin News, interview with Karen Wang (26 July 2011)
- OMNI TV – Live coverage at opening/closing ceremonies (July 27,30 2011)
- APTN - TV interview with Danika Littlechild (28 July 2011)
- CBC Radio-Canada – interview with Project Coordinator (28 July 2011)
- Openparliament.ca - Online mentions of Justin Trudeau at the GYA (29 July 2011)
- St. Albert Gazette – Kevin Ma – “Mother Nature has rights, say speakers” (30 July 2011)
<http://www.stalbertgazette.com/article/20110730/SAG0804/307309984/mother-nature-has-rights-say-speakers>
- CTV - Live coverage at closing ceremonies, TV interview with Justin Trudeau (30 July 2011)
- 630 CHED - Radio coverage, Justin Trudeau reception (30 July 2011)
- iNews 880 - Online story and radio coverage by Ken Smith (30 July 2011)
- CJSR - Urban Hangsuite with Marlon Wislon - PSA's, live mentions, regular rotation of theme song
- Alberta Primetime - TV feature on Lubicon Youth and the GYA (4 August 2011)
<http://www.albertaprimetime.com/Archived.aspx?pd=2658>
- Alberta Primetime – TV feature on GYA partner, the North Saskatchewan Riverkeeper Program, includes footage of GYA and Ignite Change Now Training (15 September 2011)
<http://www.albertaprimetime.com/Archived.aspx?pd=2808>

Advertising Campaigns:

Now Radio, 10 x 30 sec spots daily, July 18-24, 2011

24 Hours Magazine, 1 x banner ad for 10 days, July 11 – 25, 2011

See Magazine, 3 x quarter page ads, 6 week combo web campaign

91.7 The Bounce, 10 x 30 sec spots daily, July 18-24, 2011, half page web ad 15,000 impressions

World FM, 45 x 30 sec spots total, Punjab, Spanish, Filipino, Arabic, Somali

Pattison Outdoor, 25 x back seat train ads x 2 trains, 1 back of bus ad running University area

Gigcity.ca, Event listing



Avenue Magazine, Event listing

Shine FM, Live mentions and event listing

Google Ads Campaign

Facebook Ads Campaign

Alberta-Northwest Territories Command Military Service
Recognition Book Ad

Canadian Multiculturalism Education Foundation 2011
Harmony Bruch Program Ad

The ICN Theme Song:

The John Humphrey Centre was pleased and proud to launch the theme song of the GYA – “Ignite Change Now” – a compilation by seven Edmonton artists who have all been involved in the GYA movement. The dynamic (and catchy)

song of change,
solidarity and

celebration was paired with a visually stunning music video set in Edmonton’s downtown core. The youtube video (<http://www.youtube.com/watch?v=5K6Ve6HOzes>) had over 4,500 views at the time of writing. The song is available for purchase on itunes and was featured on the compilation album: *Voices of Change*.

Congratulations not only on the vision of change but on the presentation! Awesome! It gave me chills too!

– comment on youtube

Throughout the GYA’s marketing campaign, the song was performed live at several events listed below and was also used by a GYA alumnae in her own “get out the vote” video, produced in advance of the 2011 Federal election (<http://youtu.be/OytGiVgm92I>).

Live Performances:

Hip Hop In The Park – 21 May 2011
(outreach to 300)

Media Launch Party – McNally High school 25 May 2011 (outreach to 150)

Nextfest – 2 June 2011 (outreach to 150)

Prepare For Change Pre-party - GYA collective artists showcase 7 July 2011 (outreach to 100)

Breakfast Television – City TV 26 July 2011



OMNI Television – 26 July 2011

Opening Ceremonies – 27 July 2011 (with choreography by iDance)

Closing Ceremonies – 30 July 2011 (with choreography by iDance)



Direct/Personal Promotional Campaigns:

GYA materials were distributed at the following organizations or events, when possible, by a team member on-site:

University of Alberta International Week (Edmonton, February 2011)

Interact and Rotaract Spring Training (Edmonton, 5 March 2011)

International Development Bank Youth Day (Calgary, 24 March 2011)

Raindance Rubber Boots World Water Day Events (Edmonton area, March 2011)

Canadian Multicultural Education Foundation's 2011 Harmony Brunch (Edmonton, 27 March 2011)

Alberta College of Social Workers Conference (Calgary, March 2011)

Danceathon for Darfur (Edmonton, 8 April, 2011)

Global Youth Summit (workshop presented, Calgary, 16 April 2011)

Creating Rural Connections Conference (Edmonton, April 2011)

Green Living EcoMentors Youth Conference (Toronto, April 2011 – GYA represented at the event by a workshop presenter)

Rural Sustainability Fair (Viking, 29-30 April 2011)

Alberta Agriculture and Rural Development: Water, Agriculture and Environment Conference (Lethbridge, May 2011).

UNESCO Associated Schools Network conference (Olds, 5 May 2011)

Canadian Network for Environmental Education and Communication National Conference (Regina, June 2011)

GYA information was also posted on various online events listings, and poster campaigns were undertaken locally, nationally, internationally.

Team Blorange: The Street Team

With the government funding to hire summer students, we were pleased to bring a Marketing Assistant on board to lead the "Street Team." Searching for a gimmick to make themselves recognizable and to pique curiosity, Mike McGinn proposed the purchase of morph suits (made particularly popular during the 2010-2011 Stanley Cup Playoffs). Four blue and orange suits were purchased and "Team Blorange" was born. Mike assembled a group of volunteers who would either wear the suits or travel with those wearing the suits as they hit the street to build the buzz about the GYA.

The Street Team participated in the following events:

Hip Hop in the Park (May 21st)

The release of the morph suit! Hip Hop in the Park did not quite have the attendance that is normal for the event; however approximately 300 spectators were lucky to see the first live performance of the GYA Collective. The GYA also had a promotional piece in the program for the festival and the logo banner was live on their website leading up to the event.

This was the first real proof that the morph suit did do a fantastic job of attracting attention. People were taking pictures, asking questions, looking for information, simply based on the suit that was being worn, much more effective than someone passing out information in standard clothing.

Dreamspeakers (June 1st-4th)

Working with the Dreamspeakers Film Festival was an excellent opportunity to get the word out about the GYA. Dreamspeakers is a complete First Nations Film Festival that takes place in Edmonton, and featured films from across the world. The main component that the GYA became involved in was the Youth Day, which featured performances from local artists, workshops on film and animation, as well as exhibitors from the community. The festival offered a free exhibit space, which we capitalized on due to our volunteering, as well as allowed some of the GYA flyers to be stuffed in the complimentary bags for the youth as well!

Dreamspeakers was without question a worthwhile event to work with, and continuing this relationship I believe would further benefit the Global Youth Assembly.

NextFest (June 2nd)

The organizers of NextFest offered the Centre a wonderful opportunity to open NextFest, a festival profiling young and emerging artists and performers. Being asked to open was one of the more obvious ways to see how the theme song and music video did its job in gaining attention in the city. This performance offered a chance to reach over 150 people attending the opening ceremony.

Environmental Festival (Clean Air Day, Gardens and Greenspace) (June 8/9)

These two events were a great success as we tackled them with the morph suits. Teaming up with Music is a Weapon to offer "People Powered Smoothies" an attraction in itself, being served by two individuals in full spandex made for a great way to connect with Edmontonians. There were plenty of photos, flyers passed out, and talk about the Global Youth Assembly. We only wish a video camera would have been on hand to capture the life of the festival.

Africa Connect (June 18th)

A full day event to profile organizations working to support the African communities, we were able to host a booth and bring profile to the GYA reaching hundreds of Edmontonians. This was a worthwhile venture based on reviews from volunteers.

GYA Pre-Party (July 7th)

The GYA Pre-Party held at the Pawnshop was well spoken of to those who attended though more people would have made the event a greater success. A total of approximately 100 participants experienced the performances of the GYA collective and vibe of the upcoming GYA.



High School Presentations (Numerous Dates)

Possibly the greatest opportunity we could have had that might have come again too late in the game. We really started the campaign process for high schools at the beginning of exam periods, which can be a stressful time for students. As mentioned later in the suggestions part of the report moving the GYA to an earlier time could allow for spending more time in high schools, and hopefully university as well, to talk to, engage, and ultimately have students become delegates of the GYA.



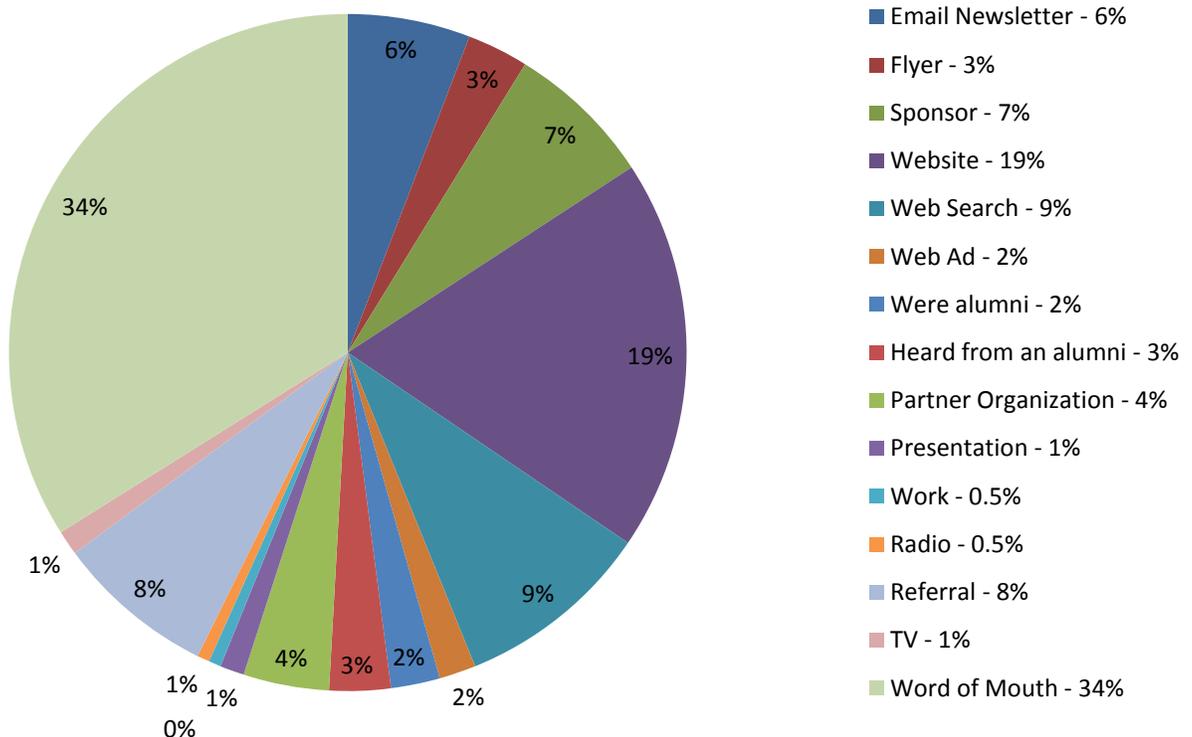
Street Sessions (Numerous Dates)

The street sessions were probably the highlight of Team Blorange. The team, working as a unit, some in morph suits, some out, handed out postcards and put up posters.

Having experienced days where there were no suits versus suits it was easy to note a much more comfortable atmosphere in talking to Edmontonians with the suits on, possibly finding it amusing and wanting to know more if these individuals were willing to put a morph suit on for the cause.

To improve these sessions, the team's suggestions for GYA 2013 is to travel with sign-up sheets. They spoke with many people who seemed genuinely interested, but who we never saw or heard from again - a lost postcard? Life made it slip their mind? With the sign-up sheets the team could initiate a continued dialogue, and hopefully gain more numbers in this way.

How did people hear about the GYA?



Who were our Delegates?

This year's Global Youth Assembly stood in contrast to the past events by hosting less delegates. Rather than the large numbers reaching 650 delegates in previous Assemblies, in 2011, we reached approximately 300 youth of diverse backgrounds from across the country and world.

Our international delegate component was down significantly due to increased challenges for international delegates, who are primarily from developing countries, obtaining their visas and our Canadian contingent was down due to a few reasons as discussed in our lessons learned section. Despite the decreased numbers, the delegate experience was phenomenal with all indicating that the smaller numbers facilitated a more rewarding and intimate experience.

The diversity of our participants was still strong however with a strong representation of the Aboriginal communities, immigrant and refugee communities as well as rural communities (20%). We are looking forward to continued diversity in the future as we explore new and exciting topics for change.

Countries represented:

Canada, Zimbabwe, Uganda, Colombia, Thailand, United States, Nigeria, Bangladesh, Rwanda, Nicaragua, Indonesia, Ecuador

Canadian Provinces represented:

British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, Northwest Territories



Sponsorship Fulfillment



Sponsorship solicitation is not an easy task, but it was definitely approached in a strong and coherent way this year. Letters went out to community business leaders with some success during follow up. Thank you letters have been sent to individual donors, as well as letters from the delegates that the sponsorship supported.

Letters sent to labour unions didn't appear to have much success, but, as usual, school outreach was important, and notably, most successful in connection to teachers with whom we have a relationship. One teacher, for example, found the funds to bring five of her students to the GYA and to attend the entire event with them. It will be worth our while to continue building relations with more teachers and more schools, as best we can.

Corporate sponsorship, especially from the Royal Bank and Cenovus Energy were and continue to be positive and encouraging, especially given their enthusiasm regarding GYA 2013. Cenovus Energy was the most recognized sponsor of the GYA – both for being an oil company funding an environmental conference and for being an oil company committed to changing their public perception. Most exciting is these new sponsor's willingness to take an active part of the GYA Advisory Committee. Representatives from both companies took part in a conference call to discuss potential themes for 2013 and assisted in the selection of the theme of global health.

Sponsors who made significant contributions to the GYA, both financially and programmatically, were all recognized through weekly e-notes, facebook, twitter and at the GYA itself. Only 7 of 24 exhibitors paid for their tables at the GYA, the rest were all used by sponsors and partner organizations and were a good tool for promotion of their work and involvement at the GYA.

All of our Founding Sponsors were able to address the delegates directly throughout the program. The President of CCUNESCO's address was particularly inspirational to participants. Others found some of the sponsor's remarks to be "belaboured" and we will consider ways of recognizing our sponsors without negatively impacting the delegates' experience. One example of an innovative sponsor benefit was the School of Business' request for a "roaming booth." As opposed to having a formal table set up, their representatives attended the GYA in identifiable clothing and networked with participants on film as a part of a marketing campaign designed to connect Business Degrees with social engagement. This was more engaging but less intrusive for the delegates and the results were markedly better. In keeping the GYA unique, we should explore other similar ideas in the future.

A particular challenge in fulfilling our sponsorship commitments stemmed from a lack of responsiveness from the sponsors – it became obvious in the end that few had carefully reviewed the detailed welcome package that was provided to them. In the future, it will be important to follow up with them more consistently and more directly. Another challenge was the lateness with which some sponsors came on board – this prevented their logos from appearing on much of the material that had already been designed, ordered and printed. This will be important to highlight as we begin solicitation for 2013 earlier.

Reflections and Lessons Learned: What We Heard and What We Saw

Program

Overall

As in the past at the GYA, we've tried to program every day, all day, and the delegates not to mention the staff and volunteers, were exhausted which resulted in low evening turnout or late morning arrivals, both of which were factors in our decision to delay the start of programming. The perpetual running behind schedule was taxing on everyone and needs to be much more strictly controlled in the future – this will be the task of the MCs and should be solidly reinforced as a matter of respect in conversations with speakers.

Delegates should be expected at the venue no earlier than 9am, later if at all possible. For future programming, keynotes will be set to start no sooner than 9:30 to ensure sufficient time for delegates to arrive but also not to set the program back as was experienced this year. The afternoon programming should be energetic, and there needs to be longer breaks for people to move about – one delegate suggested a soccer game to lighten things!

A priority needs to be not only programmatic content but adequate time for networking, dialogue and debate, and relaxation away from the conference venue, especially so that delegates can enjoy Edmonton.

Day passes might also be worth considering – perhaps on a BYOLunch condition. This will allow delegates with a heavier schedule and those who dread sitting for days at a time to participate in a way that is more conducive to their availability.

There also needs to be more time for housekeeping in the schedule – announcements were often only made once, and many people missed them. Further to this, the MC notes need to be much more detailed in order to insure that instructions are clear, sponsors are thanked, and questions are answered.

Without a doubt however, the feedback on the content of the programming was overwhelmingly positive apart from the challenges we experienced with remaining on time and schedule. Delegates expressed a very high satisfaction rate with the content and that it was inspiring and meaningful to them. Content was a success, logistics needed a lot of work.

Keynotes

- The speakers covered a wide variety of issues and the delegates appreciated this.
- Some concern was expressed over the timing of the talks, with especially heavy topics too late in the day or evening when participants were starting to become restless.

Ignite Change Now Talks

- As a first time integrating these 20 minute innovative talks, they were an incredible success. They were bite sized and were focused on action and how to become involved.
- In the future, there is a need to ensure they are in smaller rooms and themed so that people stay in the rooms for a series of speakers as to ensure there is not a disruption to the schedule.
- There is a need to stress time to speakers as well as the “wish” aspect.
- Delegates wanted time for questions, especially as a few of the more “controversial” speakers were unavailable to stay during the networking time.
- Where possible, our speakers should be vetted or referred by trusted partners. A few of these talks were too technical for a 20 minute slot designed for brief, inspirational and motivational talks.



Evening Programs

- The evenings often went a little late for some and made days too long. We need more space for breaks and earlier closes to the evenings. We can also reinforce evening events to be optional.
- Program for the Trudeau event went too long and dragged in places, people were exhausted by the time the music started. For the closing, as experienced also in 2009, a concert should not be hosted in the later evening. Perhaps moving to a closing half day approach similar to 2007 would be much more effective. Leave the last day fully to action planning and closing celebration event to finish off without it being too long of a day.
- The flow of the opening and closing ceremonies were an issue and they need to be tightened and reorganized. Returning to the 2007 GYA opening ceremony approach and replicating that each year would be a wise move as it had an ‘Olympic’ impact with little financial cost.

“Extra-programmatic” programs

Art: The contributions from iHuman and Jasper Place were amazing decorations for the space and beautiful representations of water’s role in our world. In addition, the art became a course at Jasper Place as well as an opportunity for youth from the school, from iHuman and from Keshotu to collaborate. The enthusiasm of the various coordinators was the greatest asset to this endeavor. This venture had much more impact beyond the GYA as it was integrated into school programming and provided a real opportunity for at-risk youth to be tangibly involved and showcase their talents, building their profile, confidence and capacity.

Video: The Jasper Place students worked on a video representation of Alberta’s water story that was an important addition to the Opening Ceremonies. A small group of those same students also worked with professional reporters and videographers at the GYA to create two videos on the GYA experience. This proved to be one of the most valuable parts of the conference in terms of the development, bonding and confidence building that the students experienced. *Finding other ways of creating similar small groups who get the constant support of a mentor would undoubtedly be beneficial.* The concept of the roving reporters came from a sponsor and a partner separately but simultaneously, and is a good illustration for future sponsors as we explore the best ways to make a partnership with the JHC and the GYA work for them. Again, this experience lived well beyond the walls of the GYA impacting these youth involved in ways that are profound.

I would have liked more ideas on how we can ACT; to get involved.
- Delegate comment

Greening: Likely our most successful attempt to date – with compostable disposable plates, cups and cutlery, along with the reusable water bottles and plantable nametags, we significantly reduced the impact of the GYA. The facilities at the UofA did not, unfortunately, exist to have proper composting available, but we improvised with the help of an innovative volunteer. In the future, we should highlight our ‘green objectives’ in meeting with venues, caterers and other suppliers (eg: printers).

Speakers and Hosting

We excel at being good hosts and all communication with speakers before, after and during the event were positive. All reports were good – with staff, board members and volunteers going above and

beyond for our keynote speakers. Because we had so many Ignite Change Now! talks, those presenters didn't always benefit from our best hospitality and this is definitely an area for improvement.

Our plan to have a hosting volunteer seemed to fall through – we should have designated two volunteers and provided them with a daily list of their speaker responsibilities, that way, we would have known for sure who was there, who was not, and who signed the release forms. The hosting volunteer should also be responsible for insuring the speakers received their gifts. The hosting volunteers should be young professional people who we know well but do not need to be an integral part of the planning team.

We also peppered our speakers with too much information – there was a lot of miscommunication, with people not showing up on time and not knowing where they were supposed to be, and some speakers also got lost on campus. These details were all in information provided to the speakers in advance of the event but were not in their original speaker agreement – because there were two documents, information got lost. We need to streamline our speaker communications and we need to follow up personally with all of them.

An important shortcoming in making the GYA a stress-free experience for our speakers was our inability to keep things on time, for Councillor Sohi and Preston McEachern, this was a significant problem as they had places to be following their attendance at the GYA. It's a delicate balancing act and due to our lower attendance this year, we really did have to wait for as many as possible, but that is a note that we may want to share with our speakers – we did the best we could, but time flexibility is important.

Registrants

So the big question that everyone is asking is “where were the delegates”? With such an amazing program and considering the amount and quality of marketing leading up, why were there so few delegates?

This, we believe, is a result of:

1. Economic recession – we heard all too often that youth just couldn't afford to come this year and that with the economy as it was, a number of youth expressed that they couldn't find summer jobs and it was a difficult year all around. The inability to secure Exchanges Canada Funding also resulted in a loss of over 100 delegates being supported from across Canada. There was interest in the event, but there were lack of funds from everyone all around. Efforts to 'strip down' the event to the bare essentials and reduce the delegate fee will need to be a strategy for 2013. This can be done in a number of ways which is discussed in the 'Planning for 2013' strategy section.
2. Issues with communicating the theme effectively – when we hit people one on one and explained the theme and why it was so important for youth to participate, it was an easy sell. But if delegates just saw the theme as water and didn't dig in depth, they saw it as narrow and outside of their realm – they felt it didn't matter. We heard from one delegate that it was only when she went to the website and saw the program that she realized she had to be there. A young professional from media also noted that her initial reaction to water was not positive and it took her hearing from staff to realize the value of the event. In the future, focusing on the GYA as the brand and the “Ignite Change Now” as the overarching theme may be more valuable and allow the theme to come as a sub-approach.
3. The date of the event was problematic – we heard from numerous delegates and 'would-be attendees' that the timing was not good and that most already had plans in place for the August

Long Weekend. After consultation with a number of delegates, it was felt that May would be the best time to host the event as it catches the end of University and the high school students before they go into exams. Teachers agreed with this approach as well. In 2013, the shift in dates needs to be a priority.



4. International delegates were a major problem this year which is discussed below.

Despite the low turnout rate, this challenge may have turned out to be the blessing of the GYA in fact. In many references by delegates to the program, the lower number of delegates at the event in fact facilitated a more intimate and meaningful experience. There was a value in quality not quantity and return GYA alumni indicated they appreciated this more intimate space. The programming was oriented around a larger audience and there may be merit in considering lessening the target numbers for the event to reduce costs but also to maximize the experience for the delegates.

International Delegates

The low international representation was due to a lack of funding and difficult visa processes. Internally, the new system of requiring a non-refundable deposit supported the cost of preparing the letters of invitation. From a logistical standpoint, a more coherent system of tracking needs to be developed (with the help of the financial administrator) and our language needs to be equally clear about deadlines, checking with the embassy about wait times, and the fact that we do not support applications beyond providing the letter. In addition, we need to be more responsive to prospective delegates on a consistent basis, finding one person to manage this job will make everyone's lives easier.

It may be worth considering narrowing our focus on international delegates somewhat. History shows that delegates with travel experience or who are connected to a reputable organization such as Junior Chamber International, are more likely to be successful in receiving their visa. Perhaps an application based approach which asks these questions will help us focus and minimize the number of letters we issue.

It is also critical that a meeting is held with Jason Kenney, Minister of Citizenship and Immigration Canada to better understand what we need to do to ensure there is not a repeat of this year's statistics for approval of visas. He needs to understand the value of this event for Canada and Alberta.

It was exciting to have representation from different parts of Latin America and Africa. It was also great to see participation from East Asia for the first time. It was also gratifying to have alumni of past GYAs send colleagues to Edmonton, and to have a distinct interest in returning to Edmonton themselves.

I enjoyed meeting new people with like-minded ideas and concepts, but meeting people with completely different ideas was probably the most fun as we would get into discussions and enlighten each other on our personal stances on varying topics. As a result, I have met great people and made friendships to last and consequently “upped” my Facebook friend list!

I learnt a lot from volunteering with the street team leading up to the event, and furthermore volunteering during the actual event itself. The most rewarding part I dare to presume for organizers and volunteers alike, must be the light that emerges in a youth’s eyes as a spark of inspiration has been ignited and an air of change lingers; change is in the horizon. Such a spark was ignited in me, and I will do my best to spread the word about the imminent water scarcity the world faces today starting with the Ismaili Community in Edmonton as I retain a leadership position there and can lead by example. This is my pledge.

- GYA Volunteer, Arifa Virani

Volunteers

Our strong and dedicated volunteers were a great asset to the GYA and many shone as leaders under pressure. There is still room for improved volunteer coordination however.

We will move to a more team-based approach, with each team having a lead that will coordinate with the project staff. It will be critical to have strong people who can respond to changing needs in these leadership roles. With all volunteers designated to a specific team, it will be easier to host a training session for each team, one that will give them the tools and information to be ambassadors of the JHC and the GYA. It will be important to start to plan and have these teams move forward early in 2012 and utilize key volunteers that stood out in 2011 to make this strategy a reality.

Marketing

Launch: This media launch was our best yet, with a great segment on Shaw TV coming out of it. The event however did not generate substantial interest in participation. Future pre-GYA events should be designed in a way that allows for, or sparks momentum moving up to the event – student engagement, media awareness, etc. We laid good foundations – as we saw with the street team volunteers, but again, we did not capitalize on it. Addressing only one school is limiting, though easier for planning. We could consider a more encompassing event that would bring out more students – something with an activity that they could participate in. The launch was also too long and could be snappier and shorter for inspiration!

Media Outreach: During a conversation with our partner from OMNI, he expressed surprise that no other local news networks had a strong presence at the GYA. He suggested meeting with the various stations’ Community Liaisons in the same way that he was initially approached in advance of GYA 2009.

e-notes: A review of the e-note strategy is important, along with the e-note mailing list. We should try to have a more well-rounded and complete database and commit to updating it as we meet people and as we develop new partnerships. We should also focus our mailing list a bit better – it feels like everyone in Nigeria knows about the GYA, but not everyone in Edmonton. Perhaps we consider tailoring the e-notes to the specific contact list (alumni, partners, sponsors).

Face-to-face: We are all at our best when talking about the GYA one on one. Though time consuming, it is

important to get our faces out there and meet people – this should start earlier and is one reason that we chose to set the next GYA theme well in advance of the event. This year, so many great resources and speakers (eg. Bob Sandford) came out of the woodwork too late. This applies to sponsorship and marketing in particular!



In both program development, sponsorship and marketing, it may be valuable to sit down with a larger group of Edmonton-based partners and talk more broadly about the GYA and its goals and methodology – creating buzz and buy-in well in advance of the event will make the marketing much easier and will help to convey the larger scope of the Ignite Change Now movement.

The Street Team worked out well and the concept should be expanded to include partnerships with events so that we can volunteer and share information about the GYA – per the summary above, the Dreamspeaker’s Film Festival was a perfect example and a model to follow. Their main suggestion is to take a sign-up sheet out on the street with them - by getting contact information this allows us to initiate future contact versus relying on people coming to us.

Marketing directly in classes at the University and in high schools was one of the most effective approaches and this has to be a priority and strengthened for 2013 and move beyond Edmonton. It has to be face to face – this is what sells the event.

Venue

The venue at the University of Alberta was a major challenge for the GYA this year. It posed incredible challenges to the Centre staff in organizing – having to work with numerous different people on simple things. It was very difficult to coordinate and in the end this was very evident in the eyes of participants as well. The logistics and coordination posed persistent problems despite the staff’s best planning and volunteers struggled with shuttling materials all over campus and making things flow. The inadequate signage around campus and the graphic error in the printing of the map on the program made it difficult for delegates to sufficiently navigate around campus.

The vibe of previous GYAs was also missing from this event – it didn’t have the energy and a theatre space for the main area is not conducive to the space we are trying to create. It will be important to find a space that is open and flexible similar to the first two GYAs to create that vibe and move away from the static dull space of a lecture theatre.

Preparing for GYA 2013: Stripping it Down

A strong effort needs to be made to strip the Global Youth Assembly down to become an event that can take place with minimal financial risk and impact on the John Humphrey Centre for Peace and Human Rights and move the event in the future towards potentially generating revenue for the organization. With this in mind, the following pages represent recommendations and approaches to consider when preparing for the Assembly in 2013.

Provision of Food Services

Without a doubt, food is always a stressful piece of the Assembly. With youth registering late and also facing barriers of costs to attend, there is never clarity on how much food to order, particularly if there are walk ups. There is a need for a new approach to food which could eliminate the over \$30,000 cost in the budget, but also eliminate the challenges of providing food for delegates and uncertainty around ordering too much.

For 2013, the recommendation is to eliminate the provision of any meals at the GYA and to ensure the availability of affordable and healthy food services at the event. The event would still provide nutritional breaks to the delegates including coffee, tea, and fruit for example, however an approach can be taken to bring money into the GYA with a revised and innovative approach.

A bid should be extended to caterers/vendors that could offer exclusivity for them to provide food services to the delegates at the Assembly which would be a direct sales approach aimed at the delegates rather than the organizer paying a per head cost for food. This bid to contract would give the caterer exclusivity but also require payment to the organizers for this access to a targeted group of customers. The proposal would be rated based on their payment for space, quality of the menu and the costs of food for delegates. Offering the vendors profile as a sponsor may also increase the range of income that this approach could offer the Centre. A second approach could be to have the bid include a commission or percentage based commitment to the organizer as part of their exclusive access to the market.

This approach would reduce stress and financial commitment and significantly reduce the costs of registration for delegates, resulting in an increased representation of delegates at the Assembly presumably. If food is not provided, the organizers only need to ensure the availability and accessibility of food. Upon reflection, the Youth Assembly at the United Nations does not offer any food and delegates are left to provide their own meals through the cafeteria or by leaving the UN and finding other venues.

Location

In the future all events should occur in one location. This was highlighted by participants, volunteers and every member of the planning committee. Furthermore, if the event is to be held at the University of Alberta, it must be stressed that we need only one venue representative to work with.

Marketing

Marketing is by far one of the largest budget items which can be reduced in 2013 through a stronger approach to face to face and online marketing. Word of mouth and online media were the highest ranking marketing areas where delegates heard about the GYA based on their input on the registration

form. These efforts need to be focused on and capitalized as per the lessons outlined in the 2011 marketing report.



The printing of materials such as posters and packages should be minimized and cut down substantially. A focus on bookmarks may be a better approach to have items to leave behind in classrooms and to put out to libraries etc.

It will also be critical to initiate a volunteer marketing team as soon as possible to launch off in 2012 based on the revitalized volunteer strategy as provided in this report. Developing an incentive for the team lead would be worthwhile to increase their commitment to the position. This could include an honoraria of \$1,000 at the end of the GYA based on their performance or an approach could be taken where volunteers could receive incentives based on a retail sales approach where registrants could indicate who made them aware of the Assembly if they heard by word of mouth or direct marketing. This would be a simple piece to build into the registration form.

With the identification of corporate sponsors well in advance for 2013, a more integrated approach can be taken to maximize outreach through their networks and build a stronger partnership.

Printed Programs

In 2011, the cost of programs was reduced substantially with printing it as a newsprint publication. Unfortunately, better effort needs to be made to ensure any problems with printing can be addressed quickly as the map, a critical piece of the program, was not printed properly and caused substantial problems. This approach with newsprint could be taken again but a movement towards a paperless conference may be an option through the creation of an application for smart phone users to have their program on their phone rather than in printed form. This is a new emerging area and it may be worth exploring the costs associated with this approach rather than printed programs. An option to have both an application for phone users as well as a reduced number of print programs for those who do not have phones would be an option.

Programming

In order to address the concerns about having a program that is often too intense and overwhelming for delegates, it is worth considering reducing the number of keynotes and thus reducing our travel costs. Having only one keynote in the day program to kick the morning off and then one keynote in the evening would reduce the number of keynotes and thus costs. Efforts could be made to ensure those keynotes are higher profile.

Another approach would be to work with our founding sponsors to have them host and commit to funding one keynote. For example, working with a sponsor to identify a high profile speaker on a specific topic area which they would pay all expenses for, including potentially an honoraria, would reduce our cost commitments but may also help us to bring in higher profile speakers who require a fee for their participation.

Finally, as discussed in the lessons learned section, after discussions with delegates and others the dates of the Assembly should be moved from the August long weekend towards the May long weekend to facilitate better access and participation at the event.

The structure of the program to support a reduction in keynotes could look like the following – allowing for an increase in workshops as per participant evaluations, an increase in lunch period to allow for delegates to purchase food, and an increase in the dinner break. This is only a sample idea as if there is a change in month to May, we need to consider a shifting of the options for the days of the week the program takes place.

9:00 a.m.	Opening Icebreakers/Wake Ups
9:30 a.m.	Opening Keynote for 30 minutes plus 15 minutes question and answer
10:15 a.m.	Break and shifting of space if need be
10:40 a.m.	Ignite Change Now! Talks - Each theatre would represent a specific 'stream' of exploration so that delegates pick one theatre and they stay there OR only one stream is offered and everyone stays in the main theatre.
10:40 a.m.	Talk One
11:00 a.m.	Talk Two
11:20 a.m.	Talk Three
11:40 a.m.	Talk Four
12:00 p.m.	Lunch
1:30 p.m.	Workshop Sessions One
2:45 p.m.	Break
3:00 p.m.	Workshop Sessions Two
4:30 p.m.	Break
7:00 p.m.	Evening Programming

Registration

With the elimination of food costs, the costs of registration can be substantially reduced to foster increased accessibility and affordability for delegates to attend. A rate of \$129-\$149 would be a much more reasonable cost for youth but with the reduced rate would also foster the increase in the number of participants who are able to attend. This would also help with recruiting more sponsors for delegates at this lower rate. The reduction in cost may turn out to actually foster an increase in revenue. If there is a possibility of reducing the rate to \$99, this should be considered.

Wall of Thanks

FOUNDING PARTNERS



MAJOR PARTNERS



ASSOCIATE PARTNERS



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 Pattison • The Dish and the Runaway Spoon • Change for Children • WorldFM
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The GYA was made possible by the generous support of these partners.
 Thank you!