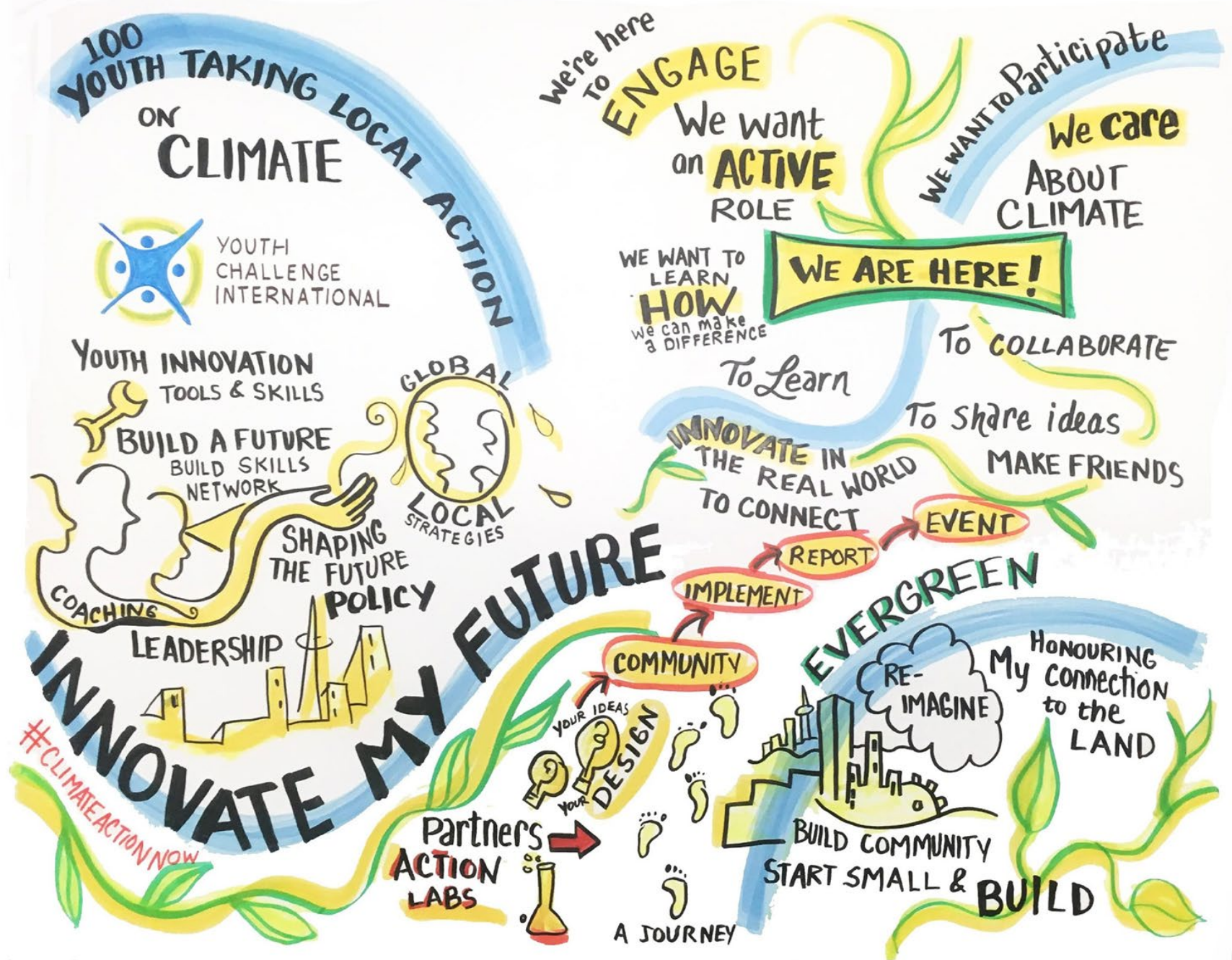


Innovate MY Future

100 GTHA youth taking local action on climate

Clean Air Council
Webinar April 15th 2020



Overview

- About YCI & the Innovate MY Future program
- Results to-date & case studies
- Lessons & best practices to share
- What's next: Phase 2 of Innovate MY Future
- How to get involved





**YOUTH
CHALLENGE
INTERNATIONAL**

Who We Are

Youth Challenge International believes that youth innovation drives positive change. We develop creative solutions that catapult youth around the world to succeed and prosper.



What We Do

Our approach explores the intersection between youth and innovation by addressing health, the environment and inequality within the employment solutions we co-create.

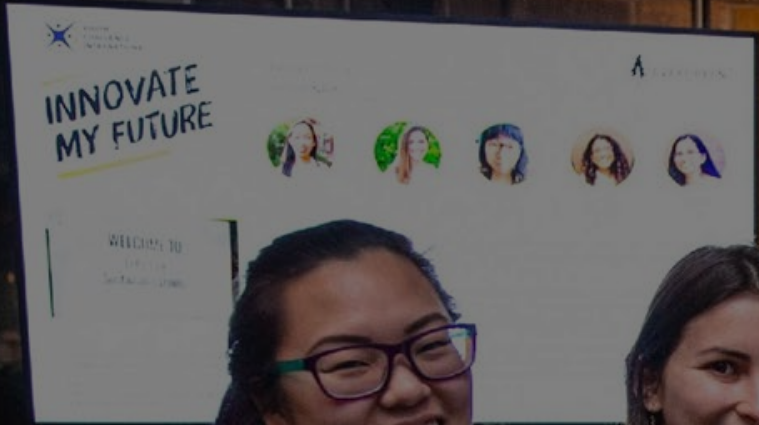
Innovate MY Future

Climate Action Catalyst Summit 2020

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About the Program



YOUTH CHALLENGE INTERNATIONAL

INNOVATE MY FUTURE

LOCATION: Markham

PROJECT TITLE: Zero-Waste Businesses

GROUP NAME: Current Leaders

EVERGREEN

RONNIE NTRA	SONYA HUANG	NICOLE DORAY	JESSICA KADASHEV	KIRTHEGA JEEVANATHAN

PURPOSE: To help businesses discover eco-friendly innovations and integrate zero waste practices through their supply chains.

IMPACT: We worked with a Green Circle Certified salon to help them discover eco-friendly alternative products and showcase their waste-free initiatives, including turning chemical waste into new forms of energy and hair clippings into blooms for oil spill cleanups. The salon and other Markham businesses will also be implementing the use of Terracycle boxes and working towards creating zero waste systems.

KEY LEARNINGS: We learned the challenges and opportunities in presenting the case for sustainability. We found that time, money and some decision-makers' environmental initiatives are key factors in the adoption of that environmental initiatives.

Ronnie NTRA
Team: Current Leaders
Age: 18
Education: Environmental Engineering

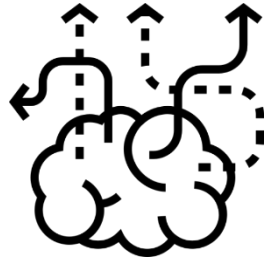
Innovate MY Future: *The Program*

Youth Challenge International will...

- Recruit 100 Climate Action Catalysts (age 16-24) from municipalities across the GTHA
- Train and mentor 20 youth teams to become local climate champions

Project Results

- 20 local youth-led community consultations to determine community needs and identify gaps
- 20 youth-led climate action projects
- A highly engaged network of young climate leaders



**Learning &
Action Labs**



**Consult your
Community**



**Project
Implementation**



**Final
Event**



The Climate Action Catalyst Journey (Cohort 2)

September

Sep/Oct

October

October

Nov-Jan

January

February

**Consult Local
Experts**



**Design Your
Project**



**Report-Back &
Story-telling**



100 Climate Action Catalysts...

ENGAGING

...in local climate policy & planning



Innovate MY Future Year One Results

Key Stats

- 107 youth recruited
- 22 place-based teams across the GTHA
- 1850 community members engaged through in-person events & activities
- Over 14,000 people reached through digital channels
- 41 local events held

Project Themes

- Waste reduction campaigns
- Climate Literacy & mobilization
- Active Transportation
- Sustainable Business Practices

Approaches

- Awareness raising & behaviour change campaigns
- Repair Cafes
- Knowledge Translation
- Seed Library
- Panel Events & Conferences

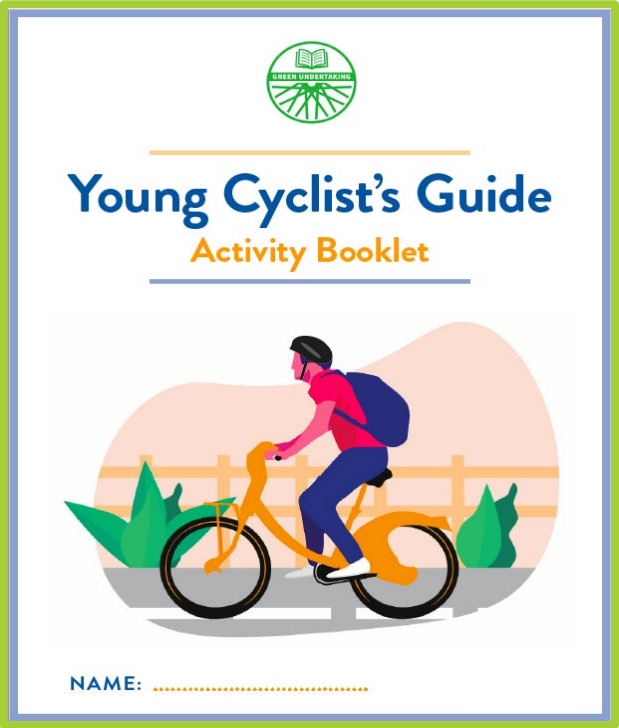
Innovate MY Future Year One Results

- Over **90%** of Catalysts now have an increased interest in volunteering and giving back to their community
- **95%** of Catalysts are planning on continuing to actively volunteer in their communities
- **88%** of Catalysts are more aware of the benefits of volunteering in their community
- **3 out of 4** Catalysts increased their understanding of how to engage with city government on issues that matter to them by participating in the program
- **85%** now feel more prepared to pursue careers related to the climate and clean economy

After getting more involved with my city I realized that there are more solutions than I thought and others who have the same determination and motivation to improve the place in which they live. Knowing this made me realize how much (free) knowledge is right in my backyard and definitely will make me a more engaged citizen.

- Climate Action Catalyst

Green Undertaking's Young Cyclist Guide – City of Toronto



Climate ChangeHers from Peel Region

Empowering change in our
community through youth
powered solutions.

JOIN THE COUNCIL →



INNOVATE MY FUTURE

PROJECT TITLE: Community Climate Council

GROUP NAME: Climate ChangeHERS



ANETA
BRYNKUS



DIVYA
ARORA



MIRANDA
BAKSH



MITHILA
JEGANATHAN



SAMANTHA
CASEY



Caption:

Climate ChangeHERS addressing 200+ attendees at the Brampton Climate Strike held on September 27th.

LOCATION Peel Region

PURPOSE: Our team's purpose was to encourage and promote political environmental literacy, climate advocacy, community engagement and action

IMPACT: We hosted Brampton's first climate strike; attended 15+ community engagement events; presented at Regional Council; attended the Institute for Sustainable Brampton's workshop; appeared in 4 local news articles; and garnered support from several climate justice groups.

KEY LEARNINGS: Local government initiatives are disconnected from community practices. Communities lack necessary resources for engagement and participation in environment-focused civic action. There is a collective appetite for change, which is supported by City and Region staff. Our Community Climate Council will continue to lead as climate action catalysts.

Sustainable6ix – Bloor West Reduces, City of Toronto



INNOVATE MY FUTURE



The Sustainable6ix hosting our first Waste Reduction Workshop. This portion of the workshop was to make an "Ecoresolution" for the upcoming new year.

LOCATION:Toronto

PROJECT TITLE: Bloor West Reduces

GROUP NAME: The Sustainable6ix



OLIVIER
HERLIN



SANA
RIZVI



MADDIE
JOHNSTON



JULIA
COSOLO



NIKI
VAN VUGT



SIGOURNEY
SHAW

PURPOSE: To reduce the amount of disposable waste in the city of Toronto by empowering the community to make real habitual consumer change and educate them through community-centered learning.

IMPACT: With two workshops we have directly impacted 60+ people through education and hands-on strategies for reducing waste. Through the "Bring Your Own Container" sticker initiative, we have canvassed a total of 27 businesses, with 12 fully on board. We have partnered with the 23 other neighbourhood 'Reduces' groups around the city of Toronto and Ottawa and with the TEA non-profit organization. We are facilitating volunteer involvement and coordination between these groups and are excited to see this movement of waste reduction grow. We now have 150 followers on instagram and 60 on Facebook.

KEY LEARNINGS: Teamwork, collaboration, partnerships. One of our biggest successes was to make meaningful and lasting partnerships with the many organizations around Toronto and supporting them. Canvassing businesses and homeowners was integral for understanding the solutions and problems locally.

WASTE REDUCTION

Learn more at youthclimateaction.ca

MEET YCI'S
CLIMATE ACTION CATALYSTS

Click on each catalyst to find more information about them.

CatalystsOfChange

Catalysts of Change



Get Re-Used To It



The Sustainable 6ix

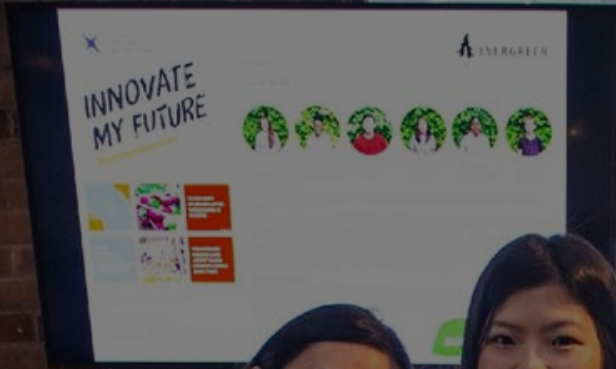


Climate Change (Hers)



Current Leaders

What We've Learned



ITEMS
Repaired
3 coats - 1 scarf
3 bags - 4 tops
6 pants - 2 swim
cardigan - gloves



1

Youth are solutions-oriented and unclouded by siloed or single-sector thinking

2

Youth can be strong convert-communicators within communities, strong knowledge translation abilities

3

Youth have a strong sense of urgency & see climate change through a climate-justice lens

4

Stepping inside city hall and having policy makers, decision makers listen can be a life-changing experience

1

Youth are just as time-crunched as “grown-ups” with less developed time management skills

2

More guidance needed at ideation stage (i.e. how to focus their energy and passion).

3

More structure needed for municipal partners & youth work together effectively

Broader Lessons For Municipalities

YOUTH CHALLENGE INTERNATIONAL

INNOVATE MY FUTURE

PROJECT TITLE: Reducing the Number of Single-User Vehicles
GROUP NAME: CanSustain

TEAM MEMBERS:

- DHIREN KHATTAR
- KIMBERLY MAHADEO
- UNNATI TRIVEDI
- ALICIA LIU
- KRISHIT JELIC

PURPOSE: The purpose of our team's project was to raise awareness about the negative effects of single-user vehicles on local GHG emissions, and to promote action towards sustainable modes of transportation. We hosted multiple events, a conference, and launched a pledge system eliciting personal commitments from community members to carpool or use sustainable transportation.

IMPACT: So far, we have had 50 people sign our pledge to commit to a S.M.A.R.T goal of using more sustainable transportation. Furthermore, our pop-up event had a turnout of over 100 people with whom we hosted conversations about transportation in Hamilton. We are also hosting a "sustainability" take for an audience of 10 and a conference on Feb. 24 with an audience of 25.

KEY LEARNINGS: The project was an impeccable learning experience for us. Most importantly, we learned how to manage community relationships and brainstorm and plan events. The impact gap analysis model that we used to come up with the project was a great learning tool that we all hope to continue using in our personal lives.

LOCATION: Hamilton

SUSTAINABLE TRANSPORTATION

The team explaining to McMaster students how they can take advantage of resources to engage in more sustainable transportation during our first pop-up event.

Dhiren Khattar
Team Lead
CanSustain

Alicia Liu
Team Member
CanSustain

Kimberly Mahadeo
Team Member
CanSustain

1

Provide structured & youth-specific opportunities for engagement

2

Look for opportunities for creative ways for youth to engage with city planning & the policy development process

3

Go for deeper engagement with fewer youth

Phase 2 & How to Get Involved

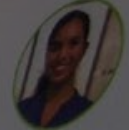


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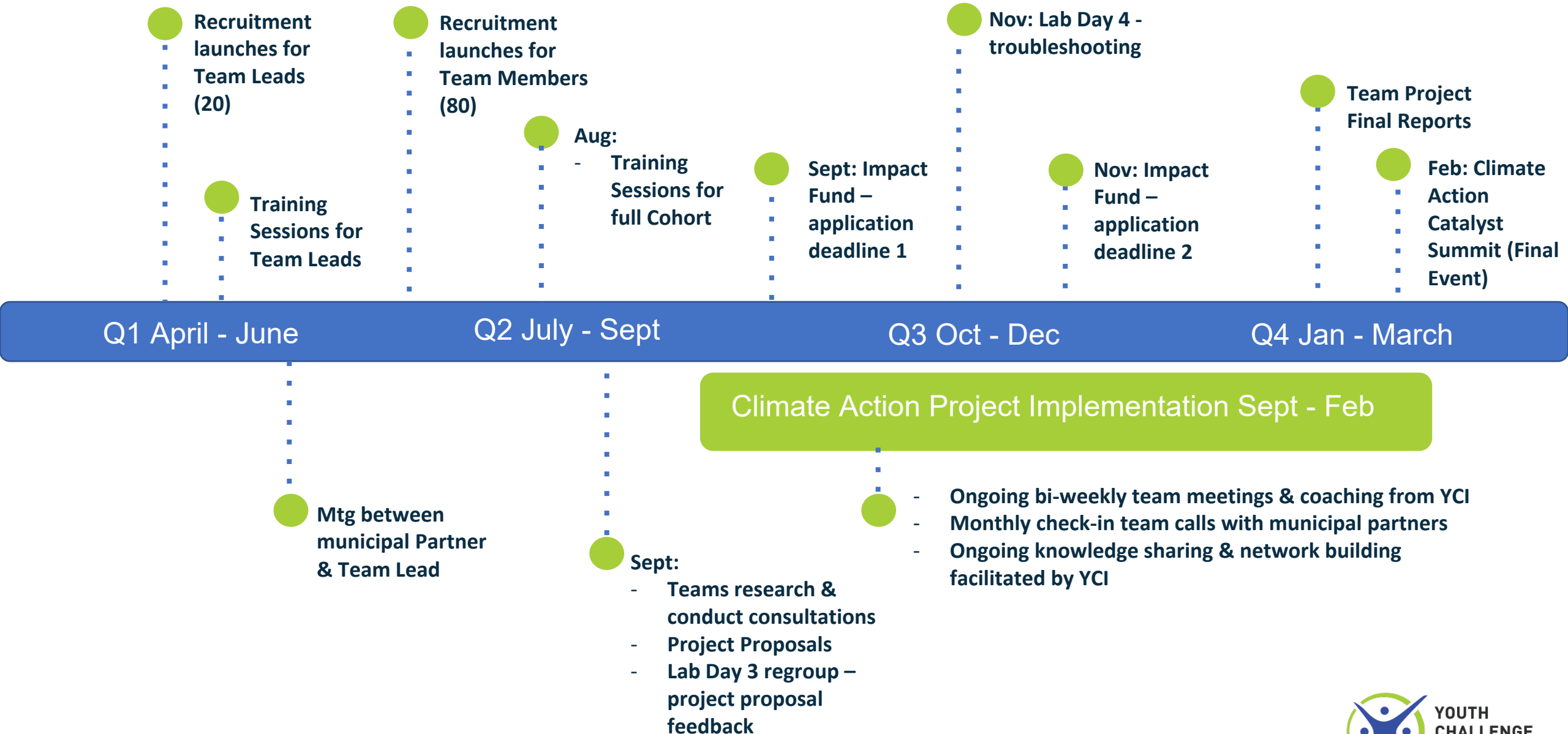
LOCATION: Hamilton

SUSTAINABLE TRANSPORTATION

What are we doing Differently for Phase 2?

- Streamed Volunteer Options
 - 20 Team Lead Positions
 - 80 Team Member Position
- Streamlined Delivery: One Cohort of 100
- Challenge Questions/ Project themes – posed by each Municipal Partner
- More just-in-time coaching, mentorship, resources throughout program cycle
- More network-wide learning, collaboration, community-building
- Virtual delivery, teamwork & projects

Cohort 3 Timeline Overview



Join us!

Option 1: Join our IMF Youth Climate Action Network

- Receive monthly newsletter on program updates & youth team case studies
- Join our “local experts” resource list

Option 2: Become an IMF Municipal Partner (GTHA only)

- Matched with a Climate Action Catalyst youth team
- Issue a challenge question
- Bi-monthly update calls w/ team to monitor progress & provide advice
- Participate in Climate Action Catalyst Summit (Feb 2021).

Why Participate?

- This age group can be hard to reach... but passionate youth are out there eager to shape their cities
- Tap into the next generation of civic leaders
- Opportunity to test innovative & youth-generated solutions to local climate issues
- Knowledge translation & mobilization of local priorities
- Join a broader community-of-practice network of municipalities supporting local youth engagement on climate issues

What our Current Municipal Partners have to say about the IMF program

The Region of Peel did not hesitate to participate in the YCI Innovate my Future program when invited. Our youth are our future so we must do more to ensure our young peoples voices, concerns, and opinions are heard. Too often, we develop plans and make decision in local government without considering the long-term consequences to future generations.

**-Region of Peel
Office of Climate Change & Energy
Management**

The Innovate My Future program was a great opportunity for the City of Toronto to support more youth-led climate action projects and ideas. Working with IMF teams allowed us to learn more about how to best communicate and engage with youth across the city.

**-City of Toronto,
Transform TO team**

Innovate My Future

Partners:

Funders:

Program Delivery Partners



Municipal Partners

- Richmond Hill
- Markham
- Newmarket
- Hamilton
- Whitby
- City of Burlington
- City of Toronto
- Peel Region
- Centre for Climate Change Management at Mohawk College
- The Atmospheric Fund

Funded by the Government of Canada under the Canada Service Corps program



Thank you!

Follow along:



Sign up for our newsletter at
youthclimateaction.ca

Contact

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Climate Action Lead,

Youth Challenge International

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@laurahache



**YOUTH
CHALLENGE
INTERNATIONAL**