



impact!

Sustainability Champions Training

Program Guide
Saskatoon 2015

ABOUT THE PROGRAM

Developing youth sustainability leaders of today and tomorrow

Young people care deeply about the fate of the planet, its people, and their future. Given the opportunity, youth have great power to influence positive change in their communities. The IMPACT! Sustainability Champions Training program is a call to passionate, motivated youth who are looking for an opportunity to make a difference.

This offering is one of the main elements of the [IMPACT! Youth Program for Sustainability Leadership](#), recognized by [Canada's Clean50 as the Top Project for 2015](#) for its outstanding contribution to sustainable development and clean capitalism. This is a one-of-a-kind program focused on empowering youth to be real and effective agents for positive change in their communities. National in scope, it brings together a diverse range of youth with a unique blend of talents and knowledge who share a passion for sustainability.



From inspiration to idea to launch and beyond

IMPACT! is an initiative of The Co-operators and The Natural Step Canada, and is being delivered in partnership with Futurpreneur Canada, Social Delta, SoJo, Centre for the Study of Co-operatives, Kinship Community Development, Next Up Saskatchewan, Regina Public Interest Research Group, Saskatchewan Co-operative Association, Saskatchewan Environmental Society, University of Saskatchewan Office of Sustainability, and many other community partners.

This transformational experience is anchored by a 3-day in-person workshop taking place November 6-8. This program is a unique opportunity for you to realize your leadership potential. You will deepen your sustainability understanding, enhance your confidence as a leader, and be empowered to translate your passion into action to deliver positive change. Following your training, you will be encouraged and empowered to develop and implement a local sustainability project or social enterprise that will help transform and better your community (or take on a leadership role to scale-up an existing opportunity). Our commitment to you includes providing top-notch training, helpful project development tools, and meaningful support for 4 months following the workshop to ensure your sustainability project or social enterprise has the highest chance of success. Participants will also learn about funding opportunities to launch or scale up your initiatives.

Leaders come in many forms

IMPACT! Sustainability Champions are catalysts, builders, innovators, activists, networkers, storytellers, investigators, artists, nurturers, designers, facilitators, researchers, and many other types of change makers.

The youth who take part in this program are passionate, talented, and committed individuals who want to lead positive change or are already doing so. They are current and aspiring leaders interested in addressing [various challenges across the sustainability spectrum](#), including environmental, social, and economic issues. They represent many disciplines and fields of study, from environment, science, and engineering, to business, law, and economics, from social studies, arts, and humanities, to fine art, theatre, and music, and everything in between.

They aren't just the leaders of tomorrow... they strive to be the leaders of today. For more information, please read on and visit www.naturalstep.ca/impact.

PROGRAM OVERVIEW

Participants in the IMPACT! Sustainability Champions Training program will be asked to:

Phase 1: Pre-Workshop Preparation (2 hours, due November 3)

- **Share** information in a brief survey about your current skills and experience, and to express what you hope to get out of this program.
- **Complete** the award-winning [Sustainability 101 eLearning course](#).
- **Engage** in a short online leadership exercise.

Phase 2: Workshop and Related Activities (3 days, November 6-8)

- **Participate** in an inspiring 3-day training workshop to [deepen your sustainability understanding](#) and build your skills and confidence to lead tangible sustainability projects and social enterprises.
- **Connect** with peers and community leaders via an engaging networking event.

*Phase 3: Post-Workshop Personal Development & Project Planning/Implementation (self-paced, November-March)**

- **Receive** a suite of tools and resources to help plan and implement your initiative.
- **Develop** a project overview and a business plan for your initiative.
- **Be matched** with experienced mentors and coaching opportunities to guide your personal, professional, and project development.**
- **Participate** in webinars and/or meet ups to continue your learning, advance your initiative, and strengthen relationships with your fellow participants.
- **Engage** in a social innovation co-working community with a free 4-month membership to: access shared office and meeting space; obtain support services to foster project incubation, acceleration, and collaboration; take advantage of additional learning opportunities; grow your network; and strengthen your capacity as a changemaker.**
- **Learn about** opportunities to gain seed funding for your initiative, including the [IMPACT! Fund](#) (exclusively available to IMPACT! participants and alumni).
- **Plan and implement** a new initiative in your community, or take on a leadership role to advance an existing opportunity. This may include ideation, project development, testing, piloting, prototyping, launching, succeeding, failing, evaluating, learning, and more.
- **Share your story** and project updates through a variety of channels—including the online IMPACT! Platform and social media—to amplify your reach, connect with peers, share resources, report on progress, discuss lessons learned, celebrate achievements, and plan next steps.

**Phase 3 is optional and open to all participants who wish to take advantage of these opportunities and supports, except where noted otherwise.*

***This activity is optional and participation will be limited and competitive.*

Phase 4: Reflection and Catapult Forward (2 hours, due in April)

- **Report** on your progress, share feedback, commit to next steps, and learn about opportunities to support the next phase of your personal and project development.

NOTE: Specific programming and support offered may vary from session to session and is subject to change.

AGENDA OVERVIEW FOR IN-PERSON ACTIVITIES

Workshop Day 1: *Sustainability, community, and you*

November 6, 8:30am-5:00pm, Station 20 West, Multi-purpose Room, 1120 - 20th Street West ([map](#))

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|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8:30-12:15 | <ul style="list-style-type: none"> Welcome, introductions, and program overview (please arrive on time) Understanding participant motivations and areas of interest Deepening understanding: strategic sustainable development & applying the concepts |
| 12:15-1:15 | Lunch |
| 1:15-5:00 | <ul style="list-style-type: none"> Individual leadership exploration: your passions and project ideas Panel Discussion: Co-operatives, community, and you Reflection/digestion and wrapping up the day |

Networking reception - *Sustainability in the City: Young leaders of today and tomorrow*

November 6, 5:30-7:30pm, Wallstreet Common, 310 Wall Street, around the back ([map](#))

| | |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5:30-7:30 | Networking reception (with participants, funders, partners, supporters, and others in the community) |
| 6:00 | Brief presentations: <ul style="list-style-type: none"> Welcome remarks: The Natural Step Canada, The Co-operators, Affinity Credit Union, Wallstreet Common Youth stories of success |

Workshop Day 2: *Business models, ideation, and project development*

November 7, 8:30am-5:00pm, Station 20 West, Multi-purpose Room, 1120 - 20th Street West ([map](#))

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|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8:30-12:15 | <ul style="list-style-type: none"> Welcome and warm-up exercises (please arrive on time) Exploring alternative business models and youth stories of success Clarifying and advancing your project ideas |
| 12:15-1:15 | Lunch |
| 1:15-5:00 | <ul style="list-style-type: none"> Exploring social entrepreneurship Project development and social entrepreneurship breakout groups (2 rounds) Reflection/digestion and wrapping up the day |

Workshop Day 3: *Project planning, getting started, and next steps*

November 8, 9:30am-5:00pm, Station 20 West, Multi-purpose Room, 1120 - 20th Street West ([map](#))

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|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9:30-12:00 | <ul style="list-style-type: none"> Welcome and warm-up exercises (please arrive on time) Project planning 101: How to develop a winning plan & getting started |
| 12:00-1:00 | Lunch |
| 1:00-3:00 | <ul style="list-style-type: none"> Next steps for you, your project & the program Check-out circle, closing & feedback |
| 3:00-5:00 | <ul style="list-style-type: none"> Optional open space to continue the conversations, deepen collaborations, work on business plans, obtain coaching, etc. |

FACILITATION TEAM

Josh Snider, Manager, Youth Sustainability Leadership

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After leading communications and fundraising for the organization since 2010, he jumped into the driver seat of the IMPACT! Sustainability Champions Training program in 2012. Josh now leads unique collaborative programming for youth across Canada who are passionate about sustainability and want to make a tangible difference in their communities. He has also been invited to deliver stimulating guest workshops, lectures, and presentations on youth sustainability leadership at a growing number of universities, including McGill University, Carleton University, University of Ottawa, University of Toronto, Queen's University, and Western University. In addition, Josh supports the organization through strategic planning, communications, fund development, and partnership building.

Since joining the team, Josh has enhanced his sustainability expertise by completing The Natural Step Canada's *Sustainability 101* eLearning course and the Sustainability for Leaders (Level 1) course. He has completed formal training in the Art of Hosting (a leading global community of facilitation and leadership practise), and uses these tools and skills in his high-energy facilitation style. He also participated in Dr. Doug McKenzie-Mohr's Fostering Sustainable Behaviour workshop, which strengthened his understanding of community-based social marketing.

Josh came to The Natural Step Canada with a diverse set of experiences working in the non-profit, government, and corporate sectors. Prior to joining the team, he worked as a Senior Program Analyst with Citizenship and Immigration Canada, where he helped develop a communications strategy for Canada's refugee health care program.

Before that, Josh was the Communications Coordinator with One Change, an environmental non-profit organization that conducts community-based social marketing campaigns across Canada and the United States. In that role, he helped develop and execute the organization's strategic communications plan, delivered successful grassroots environmental campaigns, and expanded his sustainability knowledge. Prior to joining One Change, Josh managed the largest HIV/AIDS fundraising and awareness campaign in Canada, as the National Coordinator of the Scotiabank AIDS Walk for Life with the Canadian AIDS Society.

As a volunteer, Josh is actively involved in grassroots environmental, youth, and health campaigns. He has served on Ecology Ottawa's Steering Committee and continues to lead successful projects for the organization, including the annual Great Glebe GREEN Garage Sale and the Depave Paradise project. He is a Board Member for NOW! Theatre, a sustainability-focused theatre and performance art organization in Vancouver (led by a talented IMPACT! alumnus). He has been a member of The City of Ottawa's Environmental Advisory Committee, which advised City Council on environmental issues. He eagerly acted as a sustainability advisor with Katimavik, educating, inspiring, and empowering Canadian youth through interactive workshops to lead more sustainable lifestyles and to help transform their communities. And he actively supports Bruce House and other community-based HIV/AIDS service organizations in Ottawa, as well as the GottaGo! Campaign, which aims to create a network of safe, free, clean, accessible, and environmentally-responsible public toilets and water fountains in parks, major transit stops, and key public places in Ottawa.

Josh has a BA from Wilfrid Laurier University where he studied political science, global studies, and business, and was awarded for graduating at the very top of his class. When he's not trying to save the planet (and inspiring others to follow suit), Josh leads an active lifestyle, including a healthy dose of sports, paddling, camping, skiing, and hiking. He also enjoys travelling, live music, and reading (especially in his hammock).

Katrina Siks, Program Coordinator, Sustainability Learning Programs

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Katrina recently joined The Natural Step Canada's Sustainability Learning Programs team as Program Coordinator, Sustainability Learning Programs in Ottawa.

An adventurous spirit with a strong love of the natural world and understanding of economic realities, Katrina's educational background in both Earth Sciences and Business at the University of Waterloo provide her with a unique perspective on the challenges we currently face as a society.

In 2001, while working for Environment Canada in Alert at the northern tip of Ellesmere Island, Katrina had the opportunity to observe carbon emissions, likely from Australia, accumulating on the air monitoring filters she collected. There was one particular moment, standing outside on the frosty monitoring tower, under a completely dark January sky, at the furthest point from industry on the planet, breathing in contamination from the other side of the world... when she felt an overwhelming sense that she was indeed standing on top of a very small and precious globe. If what Australia is doing impacts Ellesmere, what we do anywhere effects everywhere. This was the first time she really appreciated the Raffi song "We've got the whole world in our hands."

Since then, she has had a broad range of educational and work experiences, including her role as Communications and Outreach Director with The Otesha Project, a national cycling non-profit which advocates sustainable lifestyle choices, and her role as Instructor Trainer with Outward Bound Canada, where she mentored new instructors, developed environmental programming, and had a really fun time white water paddling and dogsled guiding.

Today Katrina brings recent experiences from the trenches of social change in Ottawa to the classroom. In 2011, she began her present role as a Co-founder and Co-director of [Hidden Harvest Ottawa](#), a social purpose business rescuing and sharing Ottawa's fruit and nuts with the aim of creating a food-tree-friendly city. Hidden Harvest continues to save more than 5,000 lbs. of food annually through volunteer-driven harvest events on public and private property.

For her work with Hidden Harvest, Katrina has been honoured as an Oxfam Female Food Hero (2012), recognized as a Healthy Eating Active Living Champion by Ottawa Public Health (2012), and heralded as a Rising Star at the Ottawa Entrepreneurship Awards (2013).

Jonathan Wade, President, Social Delta

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Jonathan Wade is a consultant in social finance, small business development, social marketing, social procurement, and social entrepreneurship. Jonathan has worked for more than 20 years in the non-profit sector as a staff member, board member and volunteer in the fields of international development, environment, integration of new Canadians, human rights, crisis intervention, and poverty alleviation. In the last six years working as a consultant and coach, he has supported hundreds of charitable, for profit, and cooperative clients seeking to develop social enterprises to address social, environmental, and other community causes.

Jonathan co-founded the Ottawa based Centre for Innovative Social Enterprise Development (CISED) in 2013, a non-profit organization offering sector wide support, training, and grants for social entrepreneurs in Eastern Ontario.

Jonathan's background in charitable fundraising led him to better understand the growing need for diversified and sustainable revenue sources within the charitable sector. He believes that social enterprise is an effective mechanism to efficiently address gaps in our social fabric while augmenting revenue streams for social causes.

With diverse experience in presenting, writing, training, and coaching, combined with a commitment to generating social value through sustainable business, Jonathan now works directly with social entrepreneurs to develop entrepreneurial ideas, access social financing, effectively market their products or services, and design effective and sustainable social business plans.

Jonathan is a governing member of the Canadian Council on Social Enterprise, a representative on the Ontario Social Economy Roundtable, a member of HUB Ottawa and the West End Well, as well as an active participant in the national network of enterprising non profit presenters and practitioners.

Jonathan is also a woodworker, gardener, photographer, stained glass artist and musician. He specializes in re-purposing used wood and glass to create or restore furniture. He is married with two children, living in Ottawa.

ABOUT THE LEAD PROGRAM COLLABORATORS

The Natural Step Canada

The Natural Step Canada is a leader in raising awareness, providing education, and building local capacity in sustainability. We are a dynamic non-profit organization and federally-registered charity with 20 years of experience helping youth, municipal, and business leaders understand and make meaningful progress toward sustainability. Through award-winning learning programs and advisory, coaching, and process facilitation services, we translate the fundamentals of sustainability into practical steps businesses and communities can take to achieve lasting change.

Our focus on young leaders helps unleash the unrelenting passion and commitment of youth to creating a better world by sharing the knowledge, tools, and practical training to be effective sustainability champions.

With a head office in Ottawa, we are part of a growing global sustainability network with offices and projects in 18 countries. With a proven track record in Canada, The Natural Step has become a leading source of expertise and advice in the field of transformational change toward sustainability. Since The Natural Step was established by Dr. Karl-Henrik Robèrt in Sweden in 1989, we have received numerous prestigious awards from around the world for our leading sustainability work.

The Co-operators

The Co-operators Group Limited is a Canadian owned and operated company that insures over two million people Canada-wide. We are active corporate members of our communities, a catalyst for a sustainable society, and a true home-grown champion with strong co-operative roots. We support and fund the development of community-oriented co-operatives and social enterprises, and we work hard to contribute to communities across Canada.

“The question of reaching sustainability is not about if we will have enough energy, food, or other tangible resources... The question is: Will there be enough leaders in time?”

-Dr. Karl Henrik Robèrt, Founder, The Natural Step

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