



SUSTAINABLE DEVELOPMENT GOALS



SDGs YOUTH TRAINING CANADA

EMPOWERING CANADIAN YOUTH

PRESENTED BY FOUNDATION FOR ENVIRONMENTAL STEWARDSHIP
SUMMER 2017



Bring the United Nations and Youth Together on Campus

What are the Sustainable Development Goals?

On September 25th 2015, 193 countries unanimously adopted the 17 Sustainable Development Goals (SDGs) by framing their agendas and political policies over the next 15 years to end poverty, protect the planet, and ensure prosperity for all. The SDGs follow and expand on the millennium development goals (MDGs), which were agreed by governments in 2001 and are due to expire at the end of this year.

What is SDGs Youth Training Canada?

In celebration of Canada 150, the SDGs Youth Training Canada mobilizes 10,000 Canadian youth to advocate and implement the SDGs through 100 local actions and 50 trainings in colleges and universities across Canada in 2017.

Who is FES?

SDGs Youth Training Canada is a project of FES (Foundation for Environmental Stewardship), a registered charity founded in 2012. Our mission is to educate and empower the final generation who can solve climate change for a more inclusive, equitable, and sustainable future.



2,200

Youth are educated on the reality of climate crisis



27

Youth are trained in policy advocacy at the UN

Who is Steve?

Steve Lee is a 24-year-old climate change activist and a policy advocate to the United Nations. He is the Founder and Executive Director of FES and its 3% Project. Steve has represented the Canadian youth on the issues of Climate Change, Sustainable Development, and Youth Empowerment. Steve is personally trained by Al Gore as a Climate Reality Leader and scientifically trained at the University of Toronto in Physiology and Human Biology. An entrepreneur, Steve founded Steve's Guidebook, a publisher for university study guides and RevIT² Solutions, a market research consulting firm for private investment firms.



Fig. 1. Global forums where Steve delivered the voice of youth

All-in-one: Knowledge, Stories, Skills Training, Networking, and Action

1. 7-day Bite-size Knowledge Transfer

Each attendee will receive one email per day for seven days prior to the Training. Each email will take about 5 mins to complete, including a 3 min video. The emails and videos explain what each SDGs are and examples of their implementations by the UN, governments, private sector, academia, youth, civil society, and more. Before the Training, the attendees will have a general understanding of the SDGs leaving more time allocated to UN official's stories, skills training, networking, and local implementation.

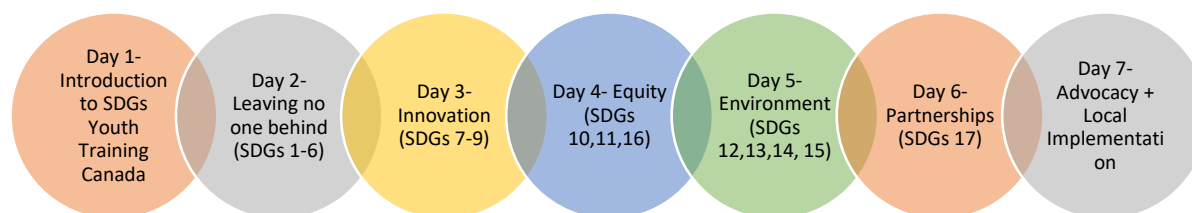


Fig. 1. Content of the 7-day bite-size knowledge transfer on the SDGs Youth Training Canada program

2. UN official's stories

The UN official shares the story of her/his agency/department/project is implementing the SDGs, the story of her/his journey to where they are today, and advice for students on the implementation of the SDGs.

3. Skills training

We focus on three areas of skills: **awareness campaign**, **university engagement**, and **policy advocacy**. **Awareness campaign** is useful for issues or concepts that are not well-known like the SDGs. We look at social media, petition, posters, World Café, protests, and MYWorld2030 survey. **University engagement** is useful for getting the university, faculties, departments, or student unions to create institutional changes. We look at impact investing, student fee, board gender parity, and course/content changes. **Policy advocacy** is useful for getting different levels of gov't to create systemic changes. We look at youth declarations, data-driven policy recommendations, and negotiations.





4. Networking

Local NGOs and businesses set up an exhibition where they share with the students how they are implementing the SDGs in their local communities. Attendees can connect with them to find opportunities to help them or partner together for further advocacy and local implementation of the SDGs.

5. Action

The attendees were challenged to design an SDGs project for local implementation in the earlier emails they received. Attendees pitch their ideas for one minute, everyone scatters into groups that they like, and develop the solutions further. Most of the ideas will naturally die out, but at least two projects will survive and be nurtured by the attendees. We will continue to provide staff support in connecting them with the right NGOs, businesses, and individuals who can help the project succeed..

Examples of Action Projects

McMaster University's Model United Nations Society is engaging the student union to increase the student fee by two dollars, of which anyone can opt out, that will go to the World Food Programme for famine relief projects. It's a negligible amount of two dollars per year, but now the World Food Programme can count on McMaster's \$60,000+ every year. This is done in Carleton University as well and is easily replicable across universities and colleges.

Pierre Elliott Trudeau High School's English as Second Language class could not participate in the SDGs Youth Training, so they were left out. In the spirit of leaving no one behind, the class was engaged by their teacher separately and they produced an artwork for each of the 17 SDGs. The school has started as SDGs club, set up a poster in the school so everyone can see what the SDGs are, and will continue to have the SDGs training for the students through classroom settings and extracurricular activities.



What do the events look like?

Evening Event Schedule Example

Weekday Trainings are 3-hour evening sessions. Here is a sample schedule:

- 17h00-18h00: Registration & Local NGO Exhibition
- 18h00-18h10: Opening (Welcome from FES, Emcee, Max 2 dignitaries, Max 1 sponsor)
- 18h10-18h45: Session 1. SDGs Advocacy and Local Implementation (Intro, 17 examples, 2 activities)
- 18h45-18h48: Transition (Emcee introduces speaker)
- 18h48-19h28: Session 2. UN official's stories (Talk, Q&A)
- 19h28-19h30: Transition (Emcee introduces speaker)
- 19h30-20h30: Session 3. Skills Training (awareness campaign, university engagement, policy advocacy)
- 20h30-21h00: Session 4. Solution Design Session

•Weekday Training focuses on equipping the attendees with knowledge and skills for advocacy and local implementation of the Sustainable Development Goals.

Saturday Event Schedule Example

Weekend Trainings are 7-hour full-day Training. Here is a sample schedule:

- 10h00-10h30: Registration
- 10h30-10h45: Opening (Welcome from FES, Emcee, Max 2 dignitaries, Max 1 sponsor)
- 10h45-11h20: Session 1. SDGs Advocacy and Local Implementation (Intro, 17 examples, 2 activities)
- 11h20-11h23: Transition (Emcee introduces speaker)
- 11h23-12h15: Session 2. UN official's stories (Talk, Q&A)
- 12h15-13h30: LUNCH & Local NGO Exhibition
- 13h30-14h30: Session 3. Skills Training (awareness campaign, university engagement, policy advocacy)
- 14h30-15h45: Session 4. Solution Design Session
- 15h45-16h45: 3 TED-style talks and Q&As
- 16h45-17h00: Conclusion

Saturday event is not as rushed as the weekday evening event, has much longer Solution Design Session, invites 3 TED-style talks, and a lunch time. The upsides of the weekend event is obvious, but the downsides are that it's on the weekend, it takes more time and effort on student organizer's part, and it costs much more.





Why host the SDGs Youth Training?

1. Bring the United Nations to Campus

We mobilize the United Nations staff with extensive experience in designing, communicating, or implementing the SDGs to train your students in the SDGs advocacy and implementation. They will offer insights into the historical background of the SDGs and inside UN perspective. Above all, they will share how youth around the world are implementing the SDGs. Your students will be propelled into advocacy and implementation of the SDGs in their local communities that fit into the global narrative of the SDGs. Attendees will earn certificates for receiving the training.

Do not miss the chance to host a UN staff and issue a certificate on the global agenda that will shape our future.

2. Save Money and Time

Even if you could convince a UN staff to come, hosting a legitimate training requires expertise, money, and time. We want to remove as many barriers as possible to provide quality SDGs trainings for all. **We provide:** 1) flights, fees, and accommodations of speakers, 2) certificates for all trainees, 3) a step-by-step toolkit for hosting SDGs Youth Training, 4) an event poster, 5) a Facebook event page template, 6) an Eventbrite page template, 7) a local sponsorship package template, 8) daily social media images and posts samples, 9) 7 day Knowledge transfer of SDGs information, 10) funding for venue and refreshments, 11) connections for follow-up actions, 12) Optional quality photographs of the event, 13) a network of 10,000 SDGs youth trainees in Canada, and 14) opportunities to network with UN staff.

Student groups are busy and underfunded. But SDGs are too important to miss out. That's why we're here to help.

3. Guaranteed Successful Event

University of Toronto trained 156 students with 5 days of advertisement. McGill University trained almost 400 students. Almost a thousand students are being trained in 2017 January at University of Waterloo, University of Ontario Institute of Technology, and Humber College. There is a tremendous appetite to learn about the Sustainable Development Goals, especially its implementation, from our generation across industries. Seize the opportunity to elevate your club's relevance. Also, organizing an event like this is a great story to share at job interviews too.

Join the movement. Host the SDGs Youth Training. Let's create a more inclusive, equitable, and sustainable future.

Your responsibilities

All you are responsible for are:

- Deposit of \$150
- Venue
- Refreshments
- Advertisement
- Sales of 189 or more tickets

Sales of 189+ tickets is critical to break even; otherwise, you would have to pay the difference so that we are not in deficit. Original ticket price is \$250, but through our sponsors and grants, we subsidize most of the ticket. As a result, the ticket price is \$20 for the first 50 tickets as Early Bird tickets and \$25 for the rest of the tickets. We highly recommend you partner with other clubs and student associations to guarantee a large crowd.

Deadlines for Booking

If you would like to host an event between 11 September, 2017 and 9 December, 2017, then you must let us know by the Round 2 Deadline of **June 30th 2017**. Schools that booked in the earlier rounds will have first choice of the UN speakers and will know who their speakers are sooner to start marketing and advertising sooner.

Book us [here](#).

Contact Us

If you have any questions, do not hesitate to contact us by email or phone.

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“The true test of commitment to Agenda 2030 will be implementation. We need action from everyone, everywhere. Seventeen Sustainable Development Goals are our guide. They are a to-do list for people and planet, and a blueprint for success.”

-Ban Ki Moon, United Nations Secretary-General

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