

**The New Canada Conference Ideabook:
Aspirations for the next fifty years of Confederation**

**Produced by the 100 delegates of the provinces and territories of Canada on
the occasion of the 150th anniversary of the Confederation Conference**

Charlottetown, Prince Edward Island August 31 - September 3, 2014

About the New Canada Conference

On the occasion of the 150th anniversary of the Charlottetown Confederation Conference, the governments of Canada and Prince Edward Island issued a call for delegates to travel once again to Charlottetown, the birthplace of Confederation. In a few short weeks, 811 Canadians responded. They volunteered to represent their province or territory and participate in an elaborate event that would begin to shape a public agenda for the next fifty years in the Canadian story.

Ultimately, 100 delegates, ages 19-24, were selected representing the breadth of diversity and interests of the next generation of Canadians. Over four days, they came to know one another, and work alongside a dozen leading thinkers, to discuss the choices, challenges and forces that will shape Canadian society.

Their discussions were as animated and as passionate as any of the debates that first shaped this country 150 years ago. Gathered in Memorial Hall at the Confederation Arts Centre in Charlottetown, with a view of the legislature next door, the delegates to the New Canada Conference drew on the personal experiences and took care to voice the concerns of their communities and regions.

Over the course of the four days, the delegates worked in eight streams to refine their thinking and ready their presentation, which was generously attended by both the Lieutenant Governor and Premier of Prince Edward Island, as well as other dignitaries.

Their ideas — some playful, others urgent and serious — are intended to start a conversation. Their efforts should remind all of us of the importance of thinking carefully about the future, and that one of the privileges of democratic citizenship is the chance to share the shaping of this future through dialogue and debate.

Now that the event has concluded, an informal network of 2014 delegates has been established. This peer network will continue to work together, and invite many more Canadians to think about the country they hope Canada will become.

Keynote Speakers:

Dr. Irvin Studin, Canada at 100 Million
Hayden King, Canada's Indigenous Future
Heather Moyse, The Power of Sport

Guest Speakers:

Dr. Ryan Meili, Health and Well-Being
Melissa Mongiat, Creativity and the Arts
Josh Paterson, Justice and Equity
Jesika Briones, Environment and the Economy
Stephanie McGrath, Technology and Media
Dr. Paul Kershaw, Learning and Social Development
Dr. Stephanie von Hlatky, Canada in the World
Dave Meslin, Civic Engagement and Social Cohesion

About this Ideabook

This ideabook is the result of the delegates' efforts. The delegates worked collaboratively to produce these pages, and they intend for their document to start conversations and spur further thinking about this country's future. It is collage of ideas, provocations, questions and concerns that the next generation of Canadians believe deserve to be addressed.

To the reader, it will at first glance seem unusual. The text alternates between English and French — sometimes on the same page and sometimes in mid-paragraph or idea. This approach to bilingualism is deliberate. It assumes a degree of familiarity with both languages to which the delegates believe Canada should aspire. A text-only version of this document is also available in both languages.

It is also important to note that there are major issues and policy areas which the book does not address. These omissions may or may not be intentional — in some instances the delegates could not reach agreement, or else they simply ran out of time. In this way, the reader should take care to appreciate the delegates' work in its proper context.

So what does tomorrow's Canada look like to the eyes of today's delegates? Among their ideas are plans to lower the voting age, and embrace electoral reform. They imagine an economy rich in social and human capital, and which does a better job sharing material goods. They insist that the country assume its environmental responsibilities, arguing for a national market mechanism to price carbon emissions. They ask that we rededicate ourselves to advancing Canada's cherished health care system by righting the health inequities that exist across different regions. Most dramatically, they argue for a country that recognizes the value of its indigenous heritage and works in a determined and unambiguous way to right injustices and

overcome the stigma and disadvantages borne by its indigenous communities. Tomorrow's Canada will be an indigenous country — one that all Canadians share as a proud cultural birthright.

As Canada's next major anniversary, 2017 and the 150th anniversary of Confederation nears, we hope this vision and this ideabook will be a helpful first draft of an agenda that will prompt further reflection and dialogue.

Here are some big ideas for Canada:

Health and Well-Being

- Reduce regional health inequities
- Get personal health information online

Creativity and the Arts

- Make room for everyone to tell their stories
- Use the arts to connect people and politics

Justice and Equity

- Become a world leader in poverty reduction
- Integrate restorative justice in our court system

Environment and the Economy

- Put a price on carbon
- Get ready for the solar economy

Technology and Media

- Create a Declaration of Internet Ethics
- Connect the country with high-speed rail and transit

Learning and Social Development

- Let students shape their education
- Teach indigenous knowledge and languages

Canada in the World

- Champion sustainable development
- Increase support for refugees

Civic Engagement and Social Cohesion

- Adopt electoral reform
- Promote civics to all Canadians

Our Partners

The New Canada Conference was organized by Prince Edward Island 2014, the crown agency responsible for organizing Canada's celebrations of the 1864 Confederation Conference.

PEI 2014's celebration program aims to offer something meaningful to all Islanders and Canadians, integrate and support Canada's overall vision for the national sesquicentennial in 2017, leave a positive legacy for Islanders and Canadians past 2014, and celebrate the rich diversity PEI brings to the nation.

PEI 2014 would like to recognize the generous support of our media, transport, community and government partners which helped to support, promote and extend the reach of the New Canada Conference to Canadians across the country.

For more information, and to view videos from the conference, please visit ncc-cnc.ca

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Environment and the economy

“... until the environmental conditions become a commodity themselves or are being traded then obviously we will not have anything to do with that. It doesn't come into our psyche at all.”

CARLTON BROWN, COMMODITIES TRADER

It's time to make a social shift

We are human

Above all, we are a species embedded within the greater biophysical universe, a tiny grain of which is the planet we call Earth. In two million years of existence, humans have created complex self-organizing societal systems. One of these systems is the economy, whose current capitalistic model perpetuates social inequalities and the pillaging of our planet. Our economy is broken.

What are our economies for?

Humans have biological needs that are addressed by elements we call natural resources – air, water and food. The economy, including the exchange of goods and services, is basically for human survival and the source of life, which is our environment. We are not a product of our economy. We can imagine new economies that value equity, sustainability and perhaps, even more importantly, respect for each other and for our ecosphere.

Looking beyond ourselves today

To achieve people- and Earth-centred economies, we must build community-based modes of production and consumption. Our economies are already shifting towards sharing knowledge and materials, valuing community assets such as time and skills, recognizing our ultimate goals of happiness and well-being, and moving away from traditional notions of money and currency. Our best bet to strengthen these shifts is to resurrect our collective energies and build the economies we want together.

Capitalism as we know it

- Mass production and consumption
- Profit-based, with a single bottom line
- Externalizes environmental costs
- An unequally globalized economy
- Relies on the idea of infinite growth
- Necessarily produces social inequities

VS

Economies for people & planet

Local, community-based

Production to meet reasonable needs

Environment and people first

Considering other species and the ecosphere-at-large

Equitable distribution of wealth and resources

How did Canada come to be? Looking to Indigenous understandings of land & creation

Sky Woman: The Creation Story of Turtle Island

For the Haudenosaunee, the earth was created through the interplay of elements from the sky and waters. The different Iroquoian-speaking peoples tell slightly different versions of the creation story, which begins with Sky Woman falling from the sky.

Long before the world was created, there was an island in the sky inhabited by sky people. One day a pregnant sky woman drops through a hole created by an uprooted tree and begins to fall for what seems like eternity.

Coming out of darkness, she eventually sees oceans. The animals from this world congregate, trying to understand what they see in the sky. A flock of birds is sent to help her. The birds catch her and gently guide her down onto the back of Great Turtle. The water animals, like otter and beaver, have prepared a place for her on turtle's back. They bring mud from the bottom of the ocean and place it on turtle's back until solid earth begins to form and increase in size.

Turtle's back becomes Sky Woman's home and the plants she's brought down with her from Skyworld, including tobacco and strawberries, are her medicine. She makes a life for herself and becomes the mother of Haudenosaunee life as we know it today.

How do we change?

Sharing economy

- Valuing human and social capital and making effective use of community assets such as skills, knowledge, and materials that can be exchanged in decentralized ways

- Strengthening food-sharing networks and community-based food production and distribution, particularly in Northern communities where today's capitalism was unjustly and inappropriately applied
- Changing our conception of currency to emphasize people, not large corporations as the sources of goods and services

Inclusive democracy

- Canadians will rise to be a more inclusive democracy; to be inclusive, our system must produce legislatures that more accurately reflect the demographic and regional make up of the electorate. In other words, they must act as mirrors of the nation
- A proportional electoral system can foster societal shift by allowing for a plurality of voices and policies in the legislature and beyond

Measuring "success"

- Our ultimate goal is health and well-being; let's imagine achieving those without money, creating an economy that emphasizes personal relationships, happiness, and civic spaces

Infrastructure

Building smarter: LEEDing the way

- Raise industry standards in building urban design and construction by using certification systems such as LEED and the Living Building Challenge
- Create local area heating and cooling networks in buildings
- Invest in research and development for improved construction materials, including more durable material for our roads and heavy infrastructure

Our energy needs: Solar-powered, solar driven

- Imagine and prepare for a future built on solar energy and storage.
- Incentivize individual power production and the facilitation of an entirely new peer-based energy market.
- Establish a government program where power production is provided free of charge to the most vulnerable of our population

Canadian Hyperloop Project: Taking us from St. John's to Dawson City... in one hour

- Inspired by Elon Musk, let Canada build this transformational transportation backbone connecting the east, west, and north coasts to each other and to central Canada

Shaking up the Crown (Corporation): Re-envisioning the public-private partnership

- Give control of all shared infrastructure to the government and its use to the private sector.
- The goal will be to improve the base so that businesses can provide Canadians with better services at a lower price.
- Take the railroads for example. The rails belong to CN. As a private business, CN has neither any interest in repairing the basic infrastructure nor financial incentives to do so. However, the government of Canada owns Via Rail, a service business, which has no control over the quality of the infrastructure. We want to see the private and public sectors trade roles.

Planning

Air as a commodity: A breezy proposal

- Expand the use and sale of air rights in Canada's largest cities to increase vertical urban density and limit sprawl

Driving high: Reimagining our daily commute

- Bring Vancouver's automated SkyTrain system to other Canadian cities
- Update legislation to prepare for arrival of self-driving cars, and incentivize car-sharing and other interim approaches to reduce the need and cost of car ownership
- Set ambitious goals like London and Tel Aviv for traffic reduction

A new cement: Let's hit the road!

- Innovate with more permeable and resilient roadway materials
- Create a distinctive Canadian approach to roadway construction that favours public and active transportation, as well as cars and trucks
-

Reconceptualizing water: What are you swimming in?

- Mandate water recycling in residential and commercial buildings
- As a 'water power' pioneer desalinating technologies to bring the benefit of freshwater to the world

The self-sufficient home: Off-grid urban living

- Upgrade standards for insulation to reduce energy consumption
- Use new solar capture and LED systems to light homes at little or no cost
- Encourage neighbourhood composting and the collection of biodegradable materials

- Popularize residential water-free waste systems
- Upgrade electrical utilities to support residential energy production

Redefining Success

- Business success must not only be measured by monetary means
- Environmental impact must be considered in every business decision
- A mandatory triple bottom line reporting system incorporated in accounting standards is needed to ensure businesses are held accountable for their actions

London Stock Exchange

All United Kingdom companies listed on the main market of the London Stock Exchange must report their greenhouse gas emissions

All companies should be held to the same standard

Tax system reform - Should we shift from income to excise taxes?

Income tax

- Taxes productivity and savings
- Progressive system appears fair: those who have a greater ability to pay tax should pay more tax
- But loopholes and tax avoidance reduce the level of progressiveness
- Removal of income tax will bring increased motivation to work on an individual level, and increased incentive for business to locate in Canada
- Billions of dollars in administrative costs would be saved from the removal of the Income Tax Act and individuals would no longer be required to report financial information to the government

VS.

Excise tax

- Taxes consumption and spent income
- Relatively regressive system appears unfair: the poor will pay tax at a greater proportion of their income compared to under income tax

- But tax rebates and credits based on income level and family size will reduce the level of regressiveness
- Greater excise taxes incentivize more saving, less spending, and increase the pressure to live within our means in order to avoid paying tax
- Greater CBSA power will be needed to curtail cross-border shopping by applying the national excise tax rate to cross-border purchases

Environmental concerns and the tax system

- A comprehensive incentives and penalties plan should be developed for all environmental expenses
- The principle of Ontario's Healthy Homes Renovation Tax Credit should be expanded to apply to expenses incurred by any entity to improve the environment
- Example: tax credit for money spent on forestry management plans
- Establish a market mechanism to place a price on carbon. The Carbon Tax versus Cap and Trade debate should be resolved and action taken.

Government role: Grants and bailouts

We must ask ourselves

- How can Canada show more flexibility in the economic field?
- Is it viable to distribute financial incentives to preserve short-term jobs?
- Instead of supporting industries that are in decline, how could we develop workers' skills for the future?
- What sectors are essential to our economy and our values?
- Who deserves to receive a government subsidy?

What should Canada's energy profile look like in 50 years?

From firewood and log cabins to the world leader in natural uranium (1/3 of world supply) and hydro-electricity production (16% of world supply), Canada has secured a spot as the fifth largest energy producer in the world, ranking in the top

10 in all forms of energy development. The energy sector currently accounts for 9.5% of Canada's GDP, and drives additional value in sectors such as financial and retail. At more than \$105-billion, energy products were Canada's biggest export, accounting for 22.7% of total merchandise exports in 2012. Internally, nearly 75% of our energy needs are met by non-renewable fossil fuels.

Canada's future is dependent on maintaining our status as a global leader in the energy sector, but key questions remain:

What sources of energy should Canada use in the future, and what should our role be in the global energy market?

What is our future ambition for Canada's energy profile?

Where we are headed

Consumption

- Canadian energy demand continues to increase at roughly 1% per year
- Majority of energy consumption still supplied by non-renewable resources
- Natural gas plants have replaced coal for industrial use and electricity generation
- Limited gains in proportion of energy supplied by renewables

Production

- Production of Canadian natural resources has begun to slow
- Reserves are depleted due to rapid development to meet global demand
- Resource production remains a dominant source of economic wealth for Canada, with no clear replacement industry

VS

What we should aspire to be

Consumption

- Canadian energy demand has fallen from current levels
- Society has shifted away from the culture of consumption
- Economic interactions are increasingly community-based
- Majority of energy consumption is supplied by renewable resources (e.g. wind, solar)
- Coal use has been completely eliminated
- Electric vehicles have replaced gas vehicles

Production

- Natural resource production has fallen significantly from current levels
- Driven by shift in global demand to renewables led by Canadian efforts
- Canada is the global leader in supplying clean technology to other nations

What policies and actions will help us get there?

Cooperation across all levels of government

- Alignment on the path forward for energy policies is required across provincial jurisdictions and the federal government
- Individual policies may differ across provinces, but they should all aim to achieve the same end-state vision for Canada

- Jurisdictions should look to obtain alignment in several key areas including:
 - Securing a balanced energy supply for the entire nation over the next 50 years
 - Canadian emissions targets, by region and industry
 - Regulation and governance of energy
 - Engagement with stakeholders, including Indigenous groups

Government spending focused on clean technology

- 100% of funds received from resource royalties placed in provincial sovereign wealth funds
- Similar to Norway model, but governance structure established to focus investments on clean technology

- Government funds dedicated towards R&D re-allocated to clean technologies

- Consider the explicit funding of government initiatives to deal with the effects of climate change

Change corporate behaviour

- Corporate tax incentives traditionally focused on rewarding companies for job creation
- Shift mix of incentives and rebates to reward responsible development and efficiency improvements

- Energy needs for resource development provided by non-renewable sources

- Regulate or incentivize companies to use renewable energy for resource extraction where co-location is feasible
- Reduces environmental costs of production while allowing for job and industry diversification

The Future of Food

Food First

Future Canadians will have access to agricultural products produced in Canada before they are exported. Fair access will ensure food security as well as create jobs at home. This being said, international trade will represent an important share of our economy. Canada has the advantage of rich farmlands; the surpluses produced will be exported, reducing food wastage. Knowing that the food is produced here, Canadians will eat more local produce. By keeping in Canada the food that is produced in Canada, we can ensure our resources for the future.

Truckin' Along

Canadians should feel concerned about how food is produced and transported to their homes. We have to adopt a sensible approach to the transportation of food throughout Canada. Based on facts and statistics, a system that would be able to measure and predict the quantity of food required, timeframes and destinations, would help reduce waste.

As for the transportation system, we could recommend building a two-track railway in the western provinces in order to transport more products to market. To reduce the environmental impact, the trains would run on biodiesel. Solar energy and magnetism would also be used to reduce friction. Fast trains would help to prevent food spoilage and to reduce highway use.

Old McDonald had an (outdated, non-innovative) farm

Older generation farmers are often uncomfortable in adapting new technology and innovations, so incentives for adopting new farming technologies would be beneficial for the economy and environment. There is also a lack of young farmers in Canada. Consequently, we need to create better incentives for young people to pursue farming. These incentives will be most effective if the bureaucracy around entering and participating in the farming industry is reduced. In 50 years there will be a new generation of farmers so it is important to educate and encourage positive relations between farmers and policy makers going into the future.

In a changing farm culture preserving existing farmland will be important. Once farmland is converted to a human habitat it is nearly impossible to reclaim with a

growing global population overtaking it. Farmland is a limited resource and feeding the population should be a priority.

Future Canada will put emphasis back on small-scale, rural farming. This will reduce the magnitude and quantity of industrial farms, thus weakening their existing monopolies on the crop and livestock markets. Industrial livestock farms concentrate environmental damage. Factory farms will be a phenomena of the past in future Canada.

GMO, scary?

Genetically Modified Crops will be strongly prevalent in 50 years time, especially since modifications will allow crops to be grown using fewer inputs, such as less water. Having a strong public science sector working to develop cutting edge technology to use in our country and abroad will be increasingly important. Modifying crops helps to increase yields and improve the health of the yield. Moving into the future, it will be important to preserve heritage varieties of plants to ensure the gene changes are well documented through time. Many man-made pesticides, herbicides, and fertilizers will continue to be used on fields. However, the products will be made to work more effectively while decreasing environmental impact therefore reducing pollution and contamination (e.g. watercourses) from agriculture.

In Future Canada, the bee population will be stabilized and the issues surrounding their health will be understood and resolved. Protecting pollinators is essential for the health of our food industry. All wildlife will also be at home in future Canada, there will be a balance between agriculture intensive areas and wildlife areas to ensure species stability and biodiversity.

AGriculture Education

Currently, Canadians hear terms such as “organic”, “GMO”, “Free-range”, etc., but do not have an accurate understanding of what these terms mean. Educating Canadians on agricultural topics will eliminate misconceptions about food. To prevent these misconceptions, better governance of organic standards and practices will be essential moving forward. In Future Canada, citizens will be aware of all agricultural sectors, regardless of the main industry found within their home province or territory. This education needs to begin in schools as an integral element of the curriculum for children of all ages. Urbanites will learn to practice small-scale agriculture in order to understand the nature of food, such as where it comes from and what it’s made of. Agricultural tourism will also be a growing industry in the future. Farms of all sort will become more accessible to the public, be it a traditional crop or livestock farm, winery, or fisheries. Agricultural tourism will grow the local economy and help to develop positive feelings of community and connection to the environment and land we inhabit.

Native governance of natural resources

Lack of input and different worldviews

We have identified two major problems that need to be addressed when it comes to the issue of Aboriginal resource governance:

The first to address is the lack of input Aboriginals have in the current process. At the moment, Aboriginals are either invited to participate in a meaningless or superficial consultation process, or are ignored altogether. It could be helpful for future solutions to respond to this issue of lack of input.

The second major problem in Aboriginal resource governance is the difficulty in reconciling Western and Aboriginal worldviews. For example, numerous Aboriginal nations have a unique relationship with the environment and economy. They view themselves as part of the environment and the ecosystem. Their relationship towards natural resources is not one of ownership and control. But rather, one of coexistence and harmony. Alternatively, the western worldview places humans in a position of dominance on the environment and sees the environment as a means to an end. Once again, any solutions that are proposed should seek to account for both views.

Complexity of the issue

There are several reasons why the issue of Native governance is hard to resolve. First, since most of us are not Natives, it is difficult for us to thoroughly understand their point of view on this issue. There is immense diversity within the greater nation of the Native peoples – approaches and points of view vary. The long history of the relationships between Canada and the Native peoples is another obstacle to be overcome. Systematic efforts by the government of Canada to destroy Native languages, culture and spirit have repercussions on present-day relationships, in other words, decisions made by our ancestors inevitably hinder our efforts toward instituting better governance of natural resources by Natives. Despite this fact, we are not prisoners of our past and we can make progress together.

Reconsider the decision-making model

The approval method for natural resources extraction and management projects could be reformulated to remedy both of the abovementioned problems.

The principle of power is crucial when we look at Native governance of natural resources. One way to make progress would be to give Natives a veto and to develop a process whereby not only are they consulted but also they can participate actively in the decision-making process. Another possible solution would be to apply decision-making methods based on the Native worldview and principles.

Natives direct natural resources planning and management.

Natives should be able to direct and plan the how, when, what and why of questions on natural resources. They should be able to integrate their vision of the world and the environment into the process. This worldview emphasizes the principle of the ecosystem, in that humans are part of the environment. It is important to better understand this vision and integrate it into the natural resources planning and management process. The current situation promotes a constant search for profits, and this cannot work in the case of nonrenewable, limited natural resources.

Concrete concepts to consider

Presently, under Canada's Constitution, the provinces maintain control of natural resources within their borders. In reality, though, these resources are on lands that have never been ceded. In the next fifty years, we foresee a Constitutional amendment that would restore Native ownership of natural resources on their lands. The status quo does not correspond to our vision of Native governance of natural resources.

Compensation ?

We should explore the question of compensation for damage to the environment and the consequences of climate change to which Natives would be entitled. We need to ask a few questions: What are reparations? How could we pay reparations otherwise than monetarily? Are reparations a solution? What is the Native opinion of the notion of reparations?

The Artic !

A newsworthy and urgent case: In the next fifty years, the Arctic will certainly become the next Canadian target for natural resource extraction. The current government is already making efforts to establish its sovereignty in the region. This is an opportunity to use a different decision-making and planning model managed by the Native peoples in the Canadian North.

Health and Well-being

Quality Universal Health Care For All

We as a nation owe it to one another to re-imagine our universal health care system that instills a national sense of pride for most, yet fails for many. Among the various issues for reform of our system, we must look at its failed policies and lack of equal

services to our Aboriginal people from across this country. Accessibility of quality care for all people in Canada needs to be addressed with a focus on preventative medicine and social determinants, ensuring that our system is proactive in its approach towards health and well-being. Issues surrounding mental health must be addressed head-on with anti-discrimination laws, amongst various other policies, created to protect the rights and dignity of people who suffer from mental illness. Overall structural reform and innovation in health care is a must if we wish to secure quality, efficient, and effective care for this nation's people as a promise renewed to all. With such inclusive, compassionate, thoughtful, and research intensive reform of our health care system, Canada will continue to be an example to other nations in the world with regards to the provision of quality universal health care.

Overview of Canadian Medicare

1947

Saskatchewan was the first province to pass legislation to create hospitals paid for by public funds. This was very popular and led to a series of changes. The other provinces later adopted this model. The rest is history. The Canadian healthcare system has continued to evolve and has had more and more recourse to public funds.

Canadian health care spending

Currently, the Canadian public sector bears the brunt of health care costs, which are broken down according to the chart indicated here. Notable within this breakdown are pharmaceutical costs, the majority of which are currently borne privately.

Current world spending

Compared to other OECD countries, Canada currently spends an average amount of its GDP on the healthcare system. It is important to mention that the services subsidized by our healthcare system vary widely, especially in the dentistry, optometry and pharmaceutical sectors.

The future

As it has in the past, Canada's health care system will continue to evolve. The current medicare debate occurring in the United States has spilled into Canada, with cases before the Supreme Court challenging public control of health care within Canada. Independent of ideology, public health delivery methods in the future will need to be selected for on the basis of research based evidence, and not simply 30-second sound bites.

The future of health care in Canada

Comprehensive coverage

The health care system is under jurisdiction of the provincial governments. This causes inequality in terms of services covered for residents of different provinces and territories. At this moment, Canadian residents requiring medical services in a province other than their own could be disadvantaged in relation to the residents of said province. All Canadians should feel they will be taken care of no matter where they are in their country.

Accessibility

In our current situation, economically or socially underprivileged populations are more likely to suffer from various health problems. Ironically, these populations have the most difficulty accessing the healthcare system in its present form. All Canadians should have equal access to medical services, whatever their socioeconomic situation.

Transparency and empowerment

One of the biggest issue faced today by average Canadian patients is limited access to information regarding their own health. This is problematic because it takes away one's power to make enlightened medical decisions concerning one's person, which leads to an authoritarian relationship between patient and doctor. All Canadians should be empowered to make choices concerning their own health.

Proactiveness

Currently, the most heavily subsidized fields of medical research are those that coincide with the interests of private businesses. This means that we invest our limited capital in the spheres that benefit big business, to the detriment of public needs. It seems that current issues in medicine have always been ahead of our efforts to counter them. All Canadians deserve a government that is proactive in the field of health.

Innovation

Cumbersome bureaucracy in the medical field seems to be an obstacle to creativity and to adopting innovative practices. Community milieus are incubators of change that, if implemented effectively on a national scale, could make our healthcare system much more efficient. All Canadians deserve medical services of the highest quality.

Bridged communications

Our health care system suffers from a severe lack of communication between its multi-level components. This inhibits professionals from seeing the big picture concerning a patient's health. In many cases, this problem leads to a misdiagnosis, potentially worsening the patient's condition. All Canadians, once sick, should have the right to a diagnosis that best fits their condition as a whole.

Nutrition

Arguments have been introduced suggesting that there may be merit in the adoption of more pharmaceutical spending by the public health system. On the face of it, such policies would definitely represent an absolute increase in direct financial costs associated with the health care system. However, an alternative argument is presented when one considers the economic benefit of bulk buying; we currently pay 30% more than our OECD counterparts for pharmaceutical products. In addition, there is a benefit to living in a society where medically necessary drugs are available free of charge.

Antibiotic Research

Antibiotics revolutionized modern medicine. However, if we don't act now we risk a return to a situation where minor infections will be deadly. Barely a century ago, a quarter of deaths were caused by bacterial infections (Sir John Saville, *The Independent*, July 17, 2014). In the next fifty years, it is vital to not shut down the progress made in the last hundred years. These problems are very far from insurmountable, but they do require us to recognize how severe they are.

Recently, the United Kingdom has been the leader in this area, and it can set an example for other countries like Canada. The seven research councils in the United Kingdom (organizations responsible for distributing research funds) recently announced a cooperation agreement for the development of antibiotics. This kind of collaboration is essential and can be a model for the future for the Canadian government. The Canadian National Research Council needs to make research into the development of new antibiotics a priority.

Role of the Crown

One attractive possibility is for the creation of businesses under government regulation with a mandate to produce and distribute generic medications. When you look at how profitable this sector of the pharmaceutical industry is, it certainly believable that the provinces and Canada might save money by producing and distributing medications at their cost of production without making any profit. Of course, there needs to be an extensive cost-benefit analysis to ensure that savings are not outweighed by the initial capital costs. The motivation for this is economic in nature, given the potential for significant savings.

How do we reach our goals?

- Centralize the health care system on a national level and implement a national insurance system
- Promote a system in which access varies based on the client's socioeconomic situation
- Access to information for patient, leading to a shift from an authoritarian doctor/patient relationship to a collaborative one
- Subsidize and promote research linked to public funds, international collaboration and idea sharing
- Implement a better communication system on multiple levels ranging from cross-clinic to a national level
- Apply successful pilot projects to a national level

Every person in Canada deserves the right to equal access to quality health care.

Regardless of

Location Status Gender Sexuality (Dis)ability

Equal access: The future

Factors such as income, education, and where you live and work can have a direct impact on your health

Goals

- The government (federal, provincial, and territorial) taking ownership in its responsibility to uphold the Canada Health Act
- A mandate for health care professionals, in which it is required that they participate in courses and seminars to expand their knowledge concerning different cultural and social backgrounds

Aboriginal culture Black culture LGBTQ community Different religions Different (dis)abilities Francophones

- By 2064, every person in Canada will receive the same high-quality health care regardless of: location, race, age, gender, sex, orientation, religion, etc.

Consider This

In Canada, you are guaranteed access to health services as pertains to the Canada Health Act. Abortion is considered a funded and insured service, which means

women in Canada should not have to pay for abortion services. However, access to abortion services is quite limited in Canada. In New Brunswick the abortion has to be done in one of two hospitals, it has to be done by a gynaecologist, and it has to be deemed medically necessary by two separate doctors. So, by not providing women with adequate access to this service, the New Brunswick government is abdicating its responsibility to uphold the Canada Health Act.

The health care system has a duty to **every person in Canada** to ensure that we all have the same access to quality health care and that everyone is treated equally.

Aboriginal Health

1. We hope to see Aboriginal stats match that of the general Canadian population.

1.1 We would like to see the following statistics meet the general population of Canada: diabetes, tuberculosis, heart disease, suicide rates, stroke, violent deaths, teen pregnancy, STIs, life expectancy, domestic violence, and FASD.

2. The consultation and implementation, on a nation to nation basis, of the best methods to counteract the health issues caused by residential schools.

2.1 This consultation should include community members, traditional medicine people, modern medicine, chief and council, existing health care staff.

2.2 This consultation must build meaningful relationships in order to be successful, the suggestions and ideas must be reflected in the programs created.

2.3 This initiative should include First Nations, Metis, and Inuit peoples. On reserve and off reserve people should also be included, as well as the urban Indigenous population.

Table 1. Chronic Disease Prevalence in the Aboriginal population versus the non-Aboriginal population

Disease	Homeless Aboriginal people	Non-Aboriginal Population*
Arthritis or Rheumatism	43%	14%
Heart disease	35%	4%
Chronic Obstructive Pulmonary Disease (COPD)	24%	1%
Asthma	22%	6%
Diabetes	22%	4%

Source: (Street Health).

Northern and Rural Community Health

Northern and remote communities are valuable to Canada. The large area of space and potential for economic growth through mining means that the population will boom in the next several decades.

As our population grows, medical needs will increase dramatically and we will need better-equipped hospitals, new outreach services, and more full time doctors and specialists.

The isolation of many Northern communities means that many patients need to be transported elsewhere for service. When patients fly out alone they are often removed from emotional or mental support. For example, if a pregnant mother and her baby are in danger, they need to be flown out for service because we don't have the facilities or medical professionals up North.

This system is not practical because it is costly, uncomfortable, time consuming, and potentially putting lives at risk. Fully-equipped hospitals staffed with a variety of full-time medical specialists and would alleviate this problem.

Many outreach services are lacking in the North. There need to be more mental health services to combat higher rates of teen pregnancy, mental illness, substance abuse, and suicide. In Nunavut, women have to leave the territory to go to Winnipeg to receive abortion services, so women's health care needs to be prioritized in politicians' agendas. Furthermore, youth centres need to be constructed to ensure the well-being of Canadian youth.

Retention of medical professionals in Northern communities is also an issue. While the Yukon has grant forgiveness, a program that supports students through medical school if they return to the territory to work, this program is not promoted adequately. It should be extended to all territories to maximize effectiveness. More financially accessible medical education in the territories would also increase the number of local doctors.

Northern communities are valuable to Canada, so we must ensure their inhabitants' well-being. Doctor retention programs, more medical education, creation of outreach services, building comprehensive hospitals, and considering geographical proximity in access to health care services will allow for a better quality of life. As the population grows, better health care is a vision that needs to be achieved.

Mental health awareness

It's time to get people excited about mental health. It's something that isn't discussed openly, and is perceived as secretive and shameful because it's misunderstood. People are fearful of it, as though mental illness is a contagious disease. We need to get people talking about it openly and, if not enthusiastically, with a solid knowledge base and understanding of what it is and how to help.

What do we WANT?

A stigma-free society

Awareness and education

Universal understanding of mental health issues, from the average Canadian all the way up to CEOs and government

It's all well and good to talk about the importance of spreading awareness, but it is equally important to have a realistic strategy to confront these issues.

What do we need to DO?

Stop preaching to the choir

Work on marketing strategies to reach further audiences

Viral campaigns (like the ALS Ice Bucket Challenge)

Popular literature, like *The Fault in our Stars* which touched a lot of people about cancer

Use the strategies employed successfully to reduce stigma for things like HIV

Education for schools, parents, and people working in health care: physical and mental, from receptionists and triage nurses to specialized surgeons and doctors

Continued research into mental health

Stamp out stigma

Consider This

Suicide and self-inflicted injuries are the leading cause of death for First Nations youth and adults up to 44 years of age.

First Nations youth commit suicide about five to six times more often than non-Aboriginal youth. The suicide rate for First Nations males is 126 per 100,000 compared to 24 per 100,000 for non-Aboriginal males. For First Nations females, the suicide rate is 35 per 100,000 compared to only 5 per 100,000 for non-Aboriginal females. (Canadian Institute of Child Health, 2000) Suicide rates for Inuit youth are among the highest in the world, at 11 times the national average (Statistical Profile on the Health of First Nations in Canada for the Year 2000, Health Canada, 2003).

Access to mental health services

Many of those with one or more mental health problems do not have access to appropriate care because they are not well informed, they do not look for help or they are refused care.

Access to mental health services

Problem

Resources and information: the available resources and information on mental health are very difficult to find. Often, they are not very detailed or even incomplete.

Recommendations

Offer free, quick, simple and full access to resources and information. These should be accessible in the same place and be of the same quality as resources and information on physical health.

Problem

Alternative and holistic medicine: the methods of alternative and holistic medicine and other similar treatments and approaches are discouraged and very expensive.

Recommendations

Integrate alternative and holistic medicine and other similar treatments and approaches into the present healthcare system. The value of these methods needs to

be recognized because they help a large number of patients suffering from mental illnesses.

Grant subsidies for these methods and approaches so that those who wouldn't have the means to pay for them can use them.

What really stands out...

One Canadian in five will suffer from mental health problems (Canadian Institute for Health Information, 2012).

Access

What really stands out...

Five hundred thousand Canadians are not fit to work in any given week because of a mental health issue (Centre for Addiction and Mental Health, 2012).

Problem

Location: no means of transportation are provided for those who live far from a health centre or are not able to get there themselves.

Recommendation

Provide a transportation system that suits people who cannot get to the health centre. Set up an emergency transportation system that suits those needing immediate care.

Problem

Wait time: to be reimbursed by the public medicare system for a consultation with a psychiatrist, you need a referral from a general practitioner, and this slows down the process.

Those with mental health problem who go to the Emergency Room are considered to be the lowest priority.

Healthcare professionals acting as first responders are not sufficiently equipped and/or trained to care for patients with a mental health problem.

Recommendation

Reduce bureaucracy in the healthcare system to facilitate access to mental health specialists, whether psychiatrists or others.

Set up an emergency system for those suffering from mental health problems. However, patients who go to the Emergency Room need access to other hospital services.

Mental health specialists should be in the Emergency Room to meet patients with physical complaints to assess whether the health problem is psychological in origin.

Support for Mental Health

Everyone has mental health. All people in Canada deserve the right to quality support services in order for them to improve their overall mental and physical health.

What really stands out...

It is estimated that over 60% of those with no fixed address have a problem with a mental health or addiction problem (Centre for Addiction and Mental Health, 2012).

Issue

Discrimination against people who suffer from a mental illness is still a highly acceptable norm in society and can seriously deter a sufferer from seeking help or informing an employer of their illness.

Proposal

A Federal Anti-Discrimination Policy for people that suffer from a mental illness. Such legislation would be equated to the Canada Human Rights Act, with all existing federal punishments for infringement to be enforced by the courts and law of Canada.

Issue

No “Canada made” innovation fund for mental health that helps researchers adequately adapt new techniques which change with the development our society.

Proposal

Creation of a National Canadian Mental Health Innovation Fund that supports researchers in continuously working to create new preventative programs, initiatives and practices that suit the needs of all of Canada’s various demographic backgrounds and ensures the very best services are provided to people in an efficient manner.

Issue

No current government action on the researched backed findings of the Mental

Proposal

That the Canadian federal government implements the recommendations of the MHCC that include and are not limited to the increase of funding for mental health

services from the current 7% to 9-12 %, a dedicated 24/7 mental health crisis line and mental health informational phone service.

Issue

Lack of a competent, time sensitive follow-up/referral system to mental health specialists for people who are either recently discharged patients from mental health wards or are making the transition from youth to adulthood, high school to post-secondary institutions and beyond.

Proposal

To conduct a research intensive review of the current referral system and to find faster and innovative ways to connect patients with the specialists that satisfy their mental health needs in a time efficient manner.

Issue

Lack of knowledge, flexibility, understanding of mental illnesses and mental health among private and public employers, co-workers, teachers, administration, and students in all tiers of educational institutions.

Proposal

Legislation for better governmental support around mental health knowledge and positive mental health practices in the workplace and at all tiers of educational institutions. This would include providing subsidized mental health information workshops for employers, employees, educators and students that would bridge the gap in understanding with regards to mental illnesses, how to identify what are healthy mental health practices and how to approach situations where a co-worker or fellow student may be in a crisis situation. To have national standards for qualifications and requirements concerning the number of and training of professionals who are likely to be in contact with people with mental health issues at educational institutions.

Issue

Mental health is seen as a separate component to overall physical health and is not included as a main aspect of a yearly check-up.

Proposal

Yearly health check-ups should be automatically expanded to include mental health assessments as mental health and physical health greatly affect one another. This can help with the identifying of mental health issues/illnesses before they become more advanced, more difficult to diagnose and more costly to handle.

Issue

There is very little support or funding provided by the government with concern to alternative mental health practices and programs for people suffering from a mental illness.

Proposal

To expand mental health research through the Canada Mental Health Innovation Fund and to look to create options for alternative programs with a focus on holistic care.

Issue

Lack of adapted housing and social services support for patients transitioning from crisis situations into everyday living.

Proposal

To have more group housing where people who suffer mental illness can have access to professional to whom they can refer in case of crisis, but also in their everyday lives.

What really stands out...

It is estimated that over 60% of those with no fixed address have a problem with a mental health or addiction problem (Centre for Addiction and Mental Health, 2012).

Social determinants of health

In a hospital emergency room a child clutches his arm in pain, crying hysterically. He will leave with a cast to mend his fractured bones, but the doctor's assessment will not heal his ailment. This is because his injury is a symptom of his broader social environment. Overstressed from working onerously at a minimum wage job, his mother resorted to alcohol and domestic abuse to cope. The child's case is symbolic of Canada's tendency to erroneously medicate the symptoms instead of addressing the root causes ill health, that is, the social determinants of health. These factors— income, education, employment status, race/ethnicity, and more—have the greatest effect on individual and societal health.

While many social factors influence health, the strongest connection exists between income and well-being. Low income leads to deprivation of basic necessities such as food, shelter, sanitation, and clean water. Economic inequality also leads to lower educational attainment, mental illnesses, substance abuse, chronic disease, deprived childhood development, and higher mortality rates. Compellingly, life expectancy in a rich Canadian neighbourhood averages 86.3 years compared to 65.5 years in a poor neighbourhood.

So how do we bridge the 19-year lifespan gap and heal the child's arm? With Canada's growing health care costs and rising occurrence of chronic illnesses, we need to prioritize the root causes of poor health. Casting an arm is merely attending to a symptom of social injustice. Policy makers and health care professionals need to

focus on the social determinants of health, notably income inequality, to truly mend the child's fractured arm, ensure the continual well-being of individuals, and invest in a healthier Canada.

GOALS

- Reduce income inequities among social classes.
- Have healthcare professionals focus more closely on social determinants of health.

TOOLS

- Establish a living minimum wage.
- Implement progressive taxation.
- Train physicians to assess social determinants of health.
- Establish interdisciplinary collaboration between educators, psychologists and social workers.

Nutrition

The greatest barrier to healthy eating is not lack of education but food insecurity. Due to transportation costs many Northern communities, especially First Nations reserves, have high costs for healthy food, suffer from a scarcity of fresh produce, and are overstocked with processed foods. Furthermore, food deserts – neighbourhoods without grocery stores – exist in smaller Canadian cities. These neighbourhoods pose an accessibility challenge for their inhabitants to obtain wholesome foods. Lack of affordability, transportation difficulties, and accessibility issues create an environment of unhealthy eating and ultimately fosters afflictions like obesity, malnutrition, diabetes, and heart disease.

Policy makers need shift their focus from the four food groups to constructing better northern roads, building more grocery stores, and subsidizing grocery costs.

Technology

Technology plays a central role to contain costs, improve access and efficiency. It is truly surprising that despite our educated population and social capital, we ranked very low among the industrialized countries for innovation and research. Introducing new health care products to the market could not only provide better

diagnosis and treatments but also allow for greater patient-to-doctor and doctor-to-doctor communications. The importance of using electronic health records and electronic medical records must be emphasized in all settings.

By 2064, we must move towards a universal access to health records; one that ensures an interdisciplinary model to health and allows both physicians and patients mobile access to medical health information.

Urban development

The environment in which we live and the quality of the resources it contains have a direct impact on our health. Since Canada is very proud of its varied landscapes, it needs to improve public green zones inside urban zones. By reducing the parking lots and increasing the number of small parks in central areas, we can not only beautify our cities but help Canadians to get the recommended 150 minutes of exercise each week. We can also learn from the Europeans and install collective bike rental systems.

Healthy and safe outdoor resources need to be created because they are essential to our daily well being.

Civic Engagement and social cohesion

An educated, enlightened and informed population is one of the surest ways of promoting the health of a democracy.

– NELSON MANDELA

Strengthening democratic voices

Our democracy is broken; our voices are strong, but all we hear is empty rhetoric. Our way of doing politics and the way our representatives are chosen does not reflect our diverse range of Canadian values, perspectives, and identities.

We believe in a Canada where every vote counts; where every individual understands and contributes to civic life.

Volunteerism and education are critical in advancing civic participation. We envision a proud and fair Canada where our individual voices bind us together. Our Canada in 2064 is one with very high voter turnout, with Canadians of all walks of

life participating actively in their community. We believe in giving Canadians a stronger voice.

Our Canada by 2064 will

Reform our electoral system

Make elected officials more representative of their constituents to promote meaningful participation of Canadians in our democratic institutions.

SUGGESTION

- Change the way we elect representatives to a mixed-member proportional system (proposed in P.E.I. and Ontario) or single transferable vote (proposed in B.C.)
- Remove the Senate or reform towards a system where senators are elected for one single term of a maximum of eight years
- Grant all Indigenous nations the right to self-governance

Enhance voices of individual representatives

Allow individual representatives to have a greater, more influential voice to create a democratic environment that reflects Canadian values of freedom, diversity, and justice.

SUGGESTION

- Create a national discussion about the role of the head of state (Queen), their representative (Governor General/Lieutenant Governor) and the responsibilities of the head of government (Prime Minister): E.g. Will an elected head of state and senate finally provide these institutions with the legitimacy to act as a check on majority governments?
- Reduce the amount of whipped votes in parliament
- The party leader must maintain the confidence of the caucus and can be ejected if her or she fails to do so
- Allow only the party caucus to eject or readmit members of the party

Institute civics education

Teach youth about rules and politics so that they can fully engage in the democratic system.

SUGGESTION

- Implement a national curriculum of civics education, including a cycle on the federal government, a cycle on the provincial or territorial government, a cycle on municipal government and a final cycle on community activity. The course would also include a component on the First Nations.

- Experiential learning: interactive field trips and mentorships with city halls and legislatures. i.e., City Hall School in Edmonton, Alberta.
- Teach students that ideologies, as well as parties, are fluid, are capable of compromise and have evolved over time, thus fostering the spirit of bipartisanship
- A high school course on current affairs (local, national, and international) focusing on debate, discussion, and identifying the bias in different sources.

Encourage community understanding

Encourage all Canadians to understand and assimilate the value of community involvement and to participate fully in the life of their community.

SUGGESTION

- Set up a program of community civics education for New Canadian families.
- Bring politicians of different backgrounds and parties, business and union leaders, and social activists to the schools to talk about how youth can influence policy at the grassroots level.
- Make volunteerism an essential component of a post-secondary education where x amount of hours relevant to one's field of study have to be met in order to complete an undergraduate degree.

Electoral reform

Initiate a national dialogue on how to vote, the conditions that accompany the right to vote and the election period in order to maximize the participation rate in elections.

SUGGESTION

- Lower the voting age to 16 across Canada.
- Allow permanent residents and other "non-residents" who have taken a course on Canadian civics to vote in local elections.

Re-examine voting procedures

Reform the way in which we elect our representatives to set up a more efficient electoral system.

SUGGESTION

- Study the possibility of Internet voting and how it could be implemented securely.
- Extend Internet voting first to rural areas during elections on all three levels to mitigate factors such as weather or distance that reduce voter turnout.
- Enable voting from home, the workplace, or any other public space with Internet access

- Because the locations above are viewed as “uncontrolled environments”, a 24-hour grace period to change one’s vote should be implemented to counteract undue influence that violates voter privacy.
- Change voting day to a weekend or national holiday and extend elections over several days.
- Change set election dates to seasons where climate won’t reduce voter turnout.

Access to information

Allow Canadians to provide their input and to contribute to the national government perspective.

SUGGESTION

- Create a portal to provide input into public financial decisions
- Design a space to allow Canadians to give personal accounts of the impact of public spending on an individual, community, family, and professional basis

Accessible understanding of information

Promote complete and clear comprehension of transparent public and governmental information for Canadian people to facilitate informed decision making and opinions.

SUGGESTION

- Having full online access to public documents in all official languages
- Reform the layout of public documents to enhance the reader experience and understanding
- Re-assess the language level used in public discourse and publications to ensure accessibility for all Canadians

Cherishing our identities

Our diversity is our greatest strength. Canada should go beyond simple tolerance of differences and celebrate our diverse identities, guaranteeing to each person the dignity and the rights granted by the Canadian Charter of Rights and Freedoms. As Canadians, we welcome the complexity that exists between valuing our diverse identities and discovering and reaffirming the values that unite us as a nation.

In the next 50 years, we want to exemplify in the very conversations and interactions between Canadians in their communities that:

No culture in Canada is subordinate to another. Underrepresented populations greatly contribute to our country's cultural vibrancy.

Canada is inclusive. Integration into Canadian society should not come at the cost of one's own identity.

Multilingualism is a priority. Learning languages, Indigenous, French, and others, will facilitate Canadians' ability to engage with one another, enriching our national identity.

Cherishing our identities

Going beyond official languages

Support the expression of all the languages that are spoken in communities and educate Canadians on the history of languages in Canada, with special attention to Native languages.

SUGGESTION

- Integrate the most common languages in each community, like Mandarin in Vancouver, into schools and community learning centres, and include in curricula a section on the role that each group played in the region's political, economic and social development.
- Recognize the variants of English used by Native peoples and other groups and allow them to be used without fear of ridicule in schools and other institutions.

Ensure equitable political representation

Raise funds and develop support networks for members of underrepresented groups so as to give them access to positions of leadership in politics, charitable organizations and the private sector.

SUGGESTION

- Give financial or other incentives to political parties to run more candidates from underrepresented groups.
- Devise community programs that provide opportunities for mentorship and financial support to members of underrepresented groups who want to run in elections.

Re-imagining Canadian history

Promote alternative perspectives of Canadian history to recognize the contributions of under-represented and oppressed populations.

SUGGESTION

- Review and recreate “Heritage Minutes” to include more honest and accurate representations of Indigenous and immigrant histories throughout Canada and integrate them into the national curriculum in order to ensure maximum outreach.
- Incorporate stories of immigrant, Indigenous, and Canadian LGBTQ (lesbian, gay, bisexual, transgender and queer) peoples’ fight for equal rights and their contribution to Canadian society in school textbooks
- Add visual representations of groundbreaking Canadian women to our currency

Integrating identity in education

Encourage professional training programs and school classes to integrate responses tailored to diverse populations.

SUGGESTION

- Professional development for mental health professionals serving Indigenous patients
- Provide specific training to professionals (teachers, physicians, service-providers) so they are able to provide personalized attention that reflects our diverse country.

Canada is either an idea or it does not exist. It is either an intellectual undertaking or it is little more than a resource-rich vacuum lying in the buffer zone just north of a great empire.

- JOHN RALSTON SAUL

Bringing Canadians together & building communities

We want to build a country where our communities can flourish without neglecting to develop our national spirit. We imagine a country in which each individual is rooted in his or her community but has an opportunity to travel and to explore the country’s riches. We want to create a network of Canadians committed to community and national development. By developing concrete avenues for political participation at the local level, we hope to make decision-making processes more inclusive and participative.

We want to build a democracy that reflects our ideals of inclusion, equality and justice.

We imagine a country that promotes the following initiatives.

Make community involvement and activism more accessible.

Allow members of the community with little time to participate fully in making decisions that affect them.

SUGGESTION

- Set a guaranteed minimum wage for all eligible Canadians.
- Implement a network of universal daycare to allow all parents to remain involved in their community.

Be involved entrepreneurially in community life

Increase ways to participate directly in the local decision-making process and create community associations to facilitate general involvement and collaboration with the municipalities.

SUGGESTION

- Participate in developing community budgets and explain the budget process to the community.
- Develop programs to promote participation by youth.

We envision a country that promotes the following initiatives

Build comprehensive, sustainable and humane food systems

- Connect consumers in both urban and rural communities to the producers of our food.

SUGGESTION

- Incorporate clear size-appropriate regulations that enable small and family-owned businesses to thrive
- Increase the number and availability of farmers' markets
- Install mandatory farm-to-table tracking programs

Promote community-based policing

Reinforce the role of police as peacekeepers; positive campaigns around community safety.

SUGGESTION

- Encourage police to use bicycles and walk in the community
- Demilitarize the police force

- Create mechanisms for community oversight
- Have the demographic makeup of the force reflect the community

Develop Communal Spaces

Increase the use of public spaces by making available accessible spaces for community meetings, youth “hangouts”, etc.

SUGGESTION

- Invest in community hubs and public spaces
- Install community board rooms to be used by groups in the community
- Install amenities such as public Wi-Fi in communal spaces

Make transnational travel more accessible

Reduce the cost of transportation within Canada, especially for cross-country trips, to make it easy to visit all the provinces and territories. Young people should be able to travel in their own country and discover the various regions and cultures of Canada in order to better understand Canadian diversity and their place in this country.

SUGGESTION

- Give substantial subsidies for train travel within Canada, more specifically by setting up a program with VIA Rail to reduce the price of travel for people 25 and under.
- Air travel-related government fees and taxes (ground rents, for example) need to be reduced: you can’t foster a national identity if people can’t afford to leave their communities and instead look south of the border and beyond for affordable vacations.
- “Inspiration Passes” (envision a sort of nation-building “Groupon”) that, through partnerships with bus companies, museums, arts & culture venues, and hotels, offer discounts and incentives for youth and families to explore both urban and rural areas across the country.

Develop a network of grassroots campaigns

Mend the inter-generational gap between young Canadians and use our differences as a strength; create an opportunity for community leaders to draw ideas and successful models from other regions of the country so partnerships across the provinces and territories for youth, by youth, can bolster the challenges young people will face in the next 50 years in Canada.

SUGGESTION

- Develop an interactive web platform that shares information about small-scale community projects and initiatives happening across Canada. Each initiative details how the project was implemented, what problems it has

faced and the important lessons learned. The platform will allow for crowdsourced problem solving and brainstorming.

- Build a national online bank of volunteers where people who want to be engaged in the country can post their profiles and provide their services and those looking for help can recruit volunteers.

Build a network of self-sustainable neighbourhoods

Ensure that neighbourhoods and towns have the essential services necessary to sustain themselves and maintain healthy social, economic, and political dynamics.

SUGGESTION

- Build neighbourhoods with mixed-use developments to promote shared lived experience and ensure the economic sustainability of those communities
- Provide incentives for essential services to remain in rural communities
- Recognize that urban sprawl only aggravates the difficulty of providing and paying for the delivery of transit and utility services.

Develop a mentorship program for Canadian youth

Provide models to help our young people to be more confident and inspire them to be more involved in their community.

SUGGESTION

- Create a national database of people who would be interested in volunteering their time to mentor a young person.

Imagination will often carry us to worlds that never were. But without it we go nowhere.

-CARL SAGAN

Canada and the World

Any consideration of Canada's international role is also a domestic discussion, because what Canada does in the world is intimately related to who we are at home.

-JOE CLARK

Canada's history is a great unfinished epic. From the first inhabitants who sprang from the First Peoples to New Canadians, not to mention the European pioneers, Canadian identity is constantly evolving. If history reminds us of who we are today, the present shows what we will be tomorrow. Canada's role in the world must reflect who we are as Canadians, what we believe in, as well as our faith in a better, fairer world.

As a prosperous nation, Canada has much to be proud of and to contribute to the international community. Our diversity, inclusivity, and reputation as a conciliatory and constructive people are traits that gives Canada a unique position on the world stage. That being said, Canada can improve in many ways by taking an approach to foreign policy that reflects the multifaceted Canadian identity. We hope these fundamental values will remain embedded in policy amidst changing international conditions and national governments.

Our vision

Canadians from across the country are inspired by humanistic values. These ideals of respect, fraternity, pacifism, justice and liberty, the foundations of our shared identity, are sources of our collective pride. Canada should be consistent and become an ambassador of these values in the world. We believe in a responsible Canada that facilitates dialogues among religions, cultures and nations by promoting cultural diversity and the rights of Native peoples. We believe in a Canada that is involved with international organizations, in a Canada that is just and fair, a human rights and international law advocate. Our values, crystallized in the Canadian Charter of Rights and Freedoms, are the basis of human development, which is a universal aspiration.

Canada as we know it today has always been a land of immigration. It was first shaped by the determination and courage of women and men whose language and culture were French. They were soon joined from sea to sea by English-speaking communities whose contributions were fundamental to building the country. Today Canada is invested in continuing its tradition of being a land of welcome. Multiculturalism, which brings together different ways of understanding the world unique to various cultures, enriches us both individually and collectively. Determined to build a better world, Canada needs to promote its values around the world. By belonging to two great families, the Commonwealth and La Francophonie, Canada must show itself to be a leader in both organizations and be actively involved with other member countries.

In short, Canada has to be involved in building a better world by promoting its cherished values. Canada's action in the world will benefit it by improving how it is seen nationally and internationally and thus its internal and external security. By building closer ties to other countries, especially to foster their development,

Canada will help to create potential economic partners and to build an immense human community united in brotherhood. The quality of life here in Canada will benefit from the nation's efforts to ensure truly sustainable development and to work with the international community in the fight against climate change. When we value diversity and understanding of others, the whole human family is extended.

What traits should Canada's grand strategy include? We should refocus our commitment to multilateralism. Canada's strength is in leveraging soft power; when we do not recognize the potential of multilateral organizations and treaties, we risk becoming myopic and inward-looking. Historically, Canada has played role as mediator and negotiator. There is a compelling power to our arguments when we show that we are deliberative and well-balanced. We are in a position to bring everyone to the table. Yet this is only possible if we remain impartial and transparent, as failure to do so risks the credibility of our principles.

We have asked ourselves why it is important to publish a strategy, to make our international priorities known. For Canadians to shape informed opinions on policy, we must know what our representatives stand for. Otherwise, the result is popular opinion based on little more than emotional appeal, and undermines the democratic value embodied in Canadian identity and law. No representation without explanation.

We have isolated five themes under which Canada will reshape its place—and influence—in the world. These five themes are related to issues of development, environment, trade, defense, and diversity and immigration.

Canada as a flag bearer for sustainable development

The concept of sustainability has been consistently mentioned in Canadian policy development over the last two decades. In spheres outside of the environment, however, it has proved challenging to frame sustainable development as a tangible goal rather than an ideal. In order become a flag bearer for sustainable development globally, Canada must ensure its domestic values and standards are upheld in Canadian private, public, and non-profit sectors operating worldwide. Inclusiveness, equality, and innovation will be the key features of a successful development programme that ensures positive multi-generational impact.

Firstly, a diminished correlation between development and trade interests will be imperative to the sustainability and success of future projects. This uncoupling from trade will allow for a deeper commitment to long-term development work focused on the needs and input of local peoples.

We hope that committing honestly to work with the people rather than for them will lead to a paradigm shift in Canadian development work. The inclusion of women, youth, and seniors in development creates a lasting culture of self-sustaining change, culminating in reduced aid dependancy and intergenerational engagement.

In addition, re-evaluating the metrics by which we gauge the progress of development work is crucial. The current measures of success lack the dynamic qualitative-quantative blend of information that is necessary to gain a full understanding of a project's circumstance, which, by the very nature of development, will have a gradual effect.

Implementing these changes will revitalize Canada's reputation and credibility in the international eye, solidifying our place as a leader in the rapidly developing, yet hopefully sustainable, world.

Sustainable Development: More than a buzzword

**"...development which meets the needs of current generations without compromising the ability of future generations to meet their own needs"
- Bruntland Commision 1927**

Canada: Protector of rights and freedoms

Internationally, Canada has everything it needs to show itself to be a world leader in the protection and defense of human rights and freedoms, with particular concern for the respect and promotion of our values of equality and inclusion in other nations. All those who are looking for happiness and subscribe to the principles in the *Canadian Charter of Rights and Freedoms* are the bearers of social peace and fulfillment that are essential to human development. In light of these facts, we agree to support the three measures below.

- 1) Canada must first ensure that rights and freedoms are respected in our own nation, in compliance with the principles stated in the *Canadian Charter of Rights and Freedoms*. To be respected as a nation that speaks critically and credibly, our country has to accept the reports presented to it by international observers and bodies, assess them efficiently and correct the situation if necessary. Remember that in 2012, Canada ignored the numerous reports that had been presented to it and that challenged the government's approach to our Native population.
- 2) We believe that it is unacceptable to let Canadian businesses profit from weaknesses and gaps in legislation on rights and freedoms in developing countries. It should be mandatory for Canadian businesses, including mining companies, to meet Canadian standards for rights and freedoms in any

country where they operate. We need to stop passively tolerating the violation of rights and freedoms by Canadians overseas.

- 3) We need to support and encourage all world governments to adhere to the principles of the United Nations' *Universal Declaration of Human Rights*, proclaimed in 1948. Canada needs to intervene directly or indirectly in the world, in times of peace or of war, to protect the rights and freedoms of every person, minority and underrepresented population.

“Our challenge will be to establish our credibility in the international environmental community...”

Canada and the Global Environment

Canada is blessed with a geography as diverse as its people. As the effects of climate change become more prevalent, sustainable energy sources and enforced environmental policy become an even more pressing global issue. Moreover, international pressure on Canada to recognize our contribution to CO2 emissions, to commit to protecting the global commons, and to help find solutions to climate change is mounting. Whether Canada wants it or not, the environment will dominate the global conversation in years to come. And we are in a position to leverage our natural resource power and research capabilities to lead these discussions.

Naturally, the foremost issue on which Canada can re-engage multilaterally is the environment. And we should do so with vigour and innovation. A major challenge will be in re-establishing our credibility, and we should prove ourselves through our national commitment to the environmental issues. Canada should spearhead multilateral initiatives. Collaboration, and looking within and beyond our borders for solutions will be essential in mitigating, managing, and preventing environmental damage. In order for Canada to sustain environmental credibility, Canadian leadership in international environmental agreements must emerge from a history of reluctance. A sustainable world will be shaped by innovation—in policy and technology—and Canada's international advantage lies in our potential to follow out-of-the-box ideas from concept to reality. Canada can become a future leader in the emerging environmental and sustainable science research that will both help to reclaim Canada reputation as an environmental steward while attracting skilled researchers worldwide. Future generations are urgently waiting for the Canadians of today to apply this advantage to climate change.

Energy

Canada must address the need for greener economies in the next 50 years. Considering the “Energy Question” will improve Canada's international position and reflect Canadian values of responsibility and balance. Rather than refusing to

engage in the conversation, we should talk frankly about the distressing realities of climate change and resource supply. And we must walk the talk.

Productive discussions must be built from common ground. Too often a false dichotomy between resource development and environmental concerns is propagated, when in reality these issues have more commonalities in the long-term. Allowing this dichotomy to shape the debate prevents effective policy from developing and inhibits Canada's ability to contribute and be heard in international environmental circles.

Looking to future generations to mitigate the problems caused today is illogical and irresponsible, and thus Canada should aim to develop national, cross-sector research strategies to improve resource extraction techniques and control climate change. Canada should also encourage collaboration in these fields between countries. This leadership will also attract international talent to Canada, further enhancing our international position.

Canada's diverse environments provide us with wealth and beauty. Development and transport of energy resources remain controversial and important topics, but it is unrealistic to expect an immediate and comprehensive transition from fossil fuel to alternative energy sources. International collaboration, government transparency, and true, public consultation are crucial as we transition towards a more sustainable energy future in a way that embraces Canada's values.

We should be proud of our natural resource wealth. We cannot honestly embrace our pride without also embracing the environmental realities that Canada and the world face.

Security

The effects of climate change extend beyond concerns of polluted air and extreme weather events to those of resource scarcity and security. Our northern border, previously an impenetrable ice mass, dissipates and brings about new questions on international transit routes, claim to energy resources, and borders. Canada's current challenge is to develop the proper policies and resources to uphold territorial claim, plan for resource development, and establish solid relationships with nations that will use the Arctic trade route. The development of the Arctic may change Canada's relationship with our northern neighbour, Russia, and the world's perception of Canada geographically. Whether resources become scarce or abundant with our changing geography, ensuring future environmental security will be increasingly more important in the next half-century. Canada should recognize this, and ensure that economic incentives do not overshadow the political need, and that the resources of future generations are secured.

“Commons: The earth's unowned natural resources, such as the oceans, the atmosphere, and space.”

Canada's trade policies

Investment, innovation, and trade are fundamental to Canada's prosperity, particularly in a more interconnected and interdependent world. Our internationally mobile workforce; our economic and regulatory prudence; our financial, energy, manufacturing, pharmaceutical, aerospace, and technology industries; our proximity to U.S. and Asian markets; and our resources provide us with a competitive advantage abroad.

The economy of tomorrow will find us actively working with our traditional and non-traditional partners, however, we must be mindful that our actions reflect our values and principles. Since the Charlottetown Conference in 1864, Canada has free trade agreements with more than 10 countries, which provides us with competitive advantage. Canada must establish itself as a trade leader, especially in the fields of investments, intellectual property, labour mobility, environmental sustainability, and e-commerce.

To compete globally, we must work with our provinces and territories in order to provide a united front when entering free trade agreements. We must embrace a single economic union: Canada. With the emergence of new markets like those in Africa, Asia, and Latin America, Canada should actively seek to engage these markets in constructing trading relations. Moreover, with our expertise and experience in establishing trading relations with Europe and North America, Canada can assist in opening markets of developing economies. With the emergence of China, India, and Brazil, diversification of trade relations will be fundamental to Canada's future. Certain Canadian industries are sensitive to greater market liberalization. Canada must work with its trading partners to study all tariff and non-tariff barriers to ensure that the relationship is, overall, beneficial for all parties involved.

Interdependence

Canada must work together domestically to strengthen our international trade ability and expand our trade network. At the same time, our trade strategies should reflect our Canadian values.

Canada's Defense

Predicting the future role of Canada's defense forces begins by imagining the issues that will likely remain or develop in the decades to come. We may consider shifting borders in the North, a conversation which will inevitably involve protection of these borders. Or the onset of climate change and its impact on natural resource

supply. Perhaps we should focus further to the protection of our water resources. But first and foremost, regardless of the issue, Canada should commit to the global institutions that provide for deliberation before military involvement, such as the United Nations Convention on the Law of the Sea, an important document that has inspired peaceful and effective debate while reinforcing the potential of international legal structures in shaping geopolitics and encouraging peace.

Our generation is native to ubiquitous technologies, growing up alongside the massive increases in digital capabilities and emerging online threats. Reimagining defense includes non-physical realms. Communications sectors will become fundamental to defense and we commend policy makers that emphasize focus on citizens' online security.

Last, a simple premise affecting all dealings of defense both internal and external, involves checking our military structures and operations regularly. We should encourage conducting military evaluations and for recommendations to be followed through. We need incentive structures that encourage people to enter political service without the threat of being penalized due to inefficiencies in military operations. In short, we need to depoliticize its military operations.

Reimagining Borders

With the multinational interest on national resources, protecting and preserving Canada's large reservoirs of natural resources is important for Canada's future.

International security

Neutrality in support of the concept of defense

In the past Canada was constantly concerned by issues of collective security on a world level and to establishing alliances with other democracies, like organizations such as the United Nations (UN), North Atlantic Treaty Organization (NATO), the Commonwealth, the Organization of American States and, to some extent, La Francophonie.

Recently, Canada has significantly modified its methods of world governance and been less present internationally. Its foreign policy has been neglected, in the process losing some of its substance and subtlety. This situation stems partly from the government having refocused its efforts on the area of business. This radical change in political direction has led to major budget reductions for the defense sector wherein Canada has abandoned a large share of its peacekeeping responsibilities throughout the world. Lately, however, Canada has intervened militarily more energetically in certain conflicts, although its reasons have been debatable and hard to justify.

The graph on the next page illustrates the situation, as shown by the steep decline in Canada's contribution to United Nations peacekeeping forces at a time when humanitarian needs are growing constantly around the world.

When we ignore this data it is easier to glimpse our country's position on international defense in the next fifty years.

The importance of our international contribution should allow us to assess our needs for defense against possible outside threats. The solution is not necessarily an enormous military deployment, but rather taking into account the consequences of our actions and intervention on the international stage.

First, Canada must maintain its close ties with the organizations of which it is a member and strengthen its diplomatic relations with allied countries. When there are conflicts abroad, Canada needs to lend a hand to allied countries and provide them with aid while maintaining an absolute moral position, no matter who the parties in question may be. It must act according to its ideal of peace and humanitarian aid in emergencies. Canada must also preserve its essential reserves; military intervention, apart from tangible threats to its national and international sovereignty and to the security of its subjects, must be part of strictly humanitarian operations to protect civilian populations.

This being said, it will be necessary to reorient our military policy and adopt a more diplomatic approach to direct our contribution and actions more toward humanitarian and mediation operations as part of an international position and alignment that are as neutral as possible.

Over time, our country will become a world leader in humanitarian aid. If we avoid taking sides in conflict situations or approach military questions from a moral angle, respecting our humanistic values and our ideals of rights and freedoms, Canada will be able to reaffirm its identity as a peaceful, wise nation and carve itself an ideal position of neutrality, thus gaining the respect of the whole international community.

In conclusion, we must mention the positive correlation between neutrality abroad and a country's homeland security.

Bringing the World to Canada

Canada has the highest immigration rate within the G8, which is a key driver to Canadian population and economic growth. However, repositioning Canada's immigration process is necessary to reflect the rapid changes in the global economy with low fertility rates and a rising life expectancy in developed countries. Selecting a greater diversity of ethnic, socioeconomic, and education backgrounds will

incentivize immigrants to settle in rural communities where economic growth is stagnant. This diversity is also important to ensure Canadians in urban centres such as Vancouver and Toronto can continue to live: affluent and highly-skilled immigrants and foreign investors are causing housing prices to skyrocket, thus making it increasingly unaffordable. Furthermore, we must address the aging population and rising ratio of non-working to working Canadians by creating structures to facilitate greater immigration rates amongst young professionals. This will stabilize the job market and ensure vacancies in emerging markets will be filled.

The diasporas created from immigration provide a unique opportunity for Canada to create stronger social and economic ties to these ancestral countries (especially BRIC countries), which are now emerging as new global powers. These diasporas also give basis for Canada to play a more objective role in international affairs and mediation. As other G8 countries do not have the high rates of immigration as present in Canada—and thus lack the social and economic infrastructure to integrate immigrants to society—Canada has a strategic edge over other developed nations to attract the best and brightest talent.

Each year, Canada provides asylum to over 22,000 refugees and persecuted persons from abroad. As Canadian values are based on a just and equitable society, Canada must play a greater role in accepting refugees to both improve its international image and reconcile its past with unsuccessful refugee claims to create greater social cohesion amongst its citizens. By encouraging immigration and international peace through refugee claims, Canada can reclaim its position as a global soft power and place a greater role in diplomacy, international organizations, and various security councils. Canada's progressive immigration policies have created a cultural mosaic which serves as a model for social cohesion. In the next 50 years, this will allow Canada to reclaim its international reputation, create stronger ties to rising global powers, and gain economic potential.

“He who is different from me, does not impoverish me – he enriches me.”
- Antoine de Saint-Exupéry

Offer Canada to the world

Cultural diversity is an asset that adds to Canada's riches. Given the increase in migrations from other countries, Canada has become a destination of choice for people who want to come to a country that can accept them with open arms. Today, 20% of Canada's population was born somewhere else. Over the next fifty years, we will encourage this percentage to increase in order to improve our performance in the areas of the economy and innovation. Canada will be more inclusive and become a welcoming land recognized around the world. The birthrate is stagnant and the population is aging, so it seems realistic to double Canada's population through immigration to become a demographic power by 2064.

Our country can also offer different perspectives on diversity on the international stage. With over 250 million Francophones in nearly 50 countries, Canadian linguistic duality becomes a huge advantage to facilitate exchanges and exercise influence. A stronger bilingualism will allow us to improve the education system, enrich our personal and collective cultures and visions and encourage cohesion and cooperation. Canada was the first country to adopt an official multiculturalism policy, and it can be a model of equality and promotion of a shared identity. With increased immigration between now and 2064, the Canadian cultural mosaic will set an example for all nations facing the same challenges of “living together”, which constitute a major issue in the 21st century. Living together more peacefully will lead to a better understanding of religious diversity and of Native and minority rights. Our values will spread farther because Canadian culture will be promoted abroad, especially through tourism and international exchanges.

International issues are constantly changing, so we need to go a step farther in relation to equality, respect and dialogue. We have the means and the resources to become an influential power of the 21st century by 2064.

“Our cultural mosaic goes hand in hand with our values of a just and equitable society”

D. Pandey & A. McCue

A Mari Usque ad Mare: it is a promise of respect and responsibility, from Vancouver to St. John’s, but taking the longer route around the globe, too.

- G. KRISHNARAJ, B.C. DELEGATE

Arts and creativity

“My people will sleep for a hundred years, but when they awake, it will be the artists who give them their spirit back.” - Louis Riel

A commentary on the importance of social engagement in Canadian arts & creativity

“My people will sleep for one hundred years, but when they awake, it will be the artists who give them their spirit back.”

“Mon peuple dormira pendant cent ans. Lorsqu’il s’éveillera, ce seront les artistes qui lui rendront son âme. Louis Riel

Art needs to be accessible to all Canadians and representative of all Canadians. Together Canadians create, experience, and share unique artistic narratives. Through art, we foster cultural understanding. It is a sense of Canadian pride to maintain and develop diverse artistic traditions. Our diverse traditions cannot afford to be diluted or lost in history.

The artistic spirit renews life and encourages a rediscovery of our history, the soul of Canada. It gives meaning and direction to our dreams, and allows them to come true progressively in our communities. It brings justice to the least privileged, and hope to the most marginalized. Maintaining the multicultural nature of Canada ensures human rights, freedom of expression, and social inclusion.

Art “promotes the cultivation of the mental powers for sociable communication...”
Immanuel Kant

Art has potential to cause social/political/cultural change and to encourage discourse, therefore public engagement in these issues is important for an engaged discussion on issues that Canadians care about, enabling more democratic discourse. Public engagement in the arts and creativity can give non-artists a means to share their voice about issues. Art being used as a form of dissent to the political or social norms is a form of empowerment. Freedom of expression must be nurtured to maintain an inclusive society.

“It is in open air, under the sky that you ought to gather and give yourself to the sweet sentiment of your happiness...let nothing that has and order of constraint and selfishness poison them.”

Jean-Jacques Rousseau

Those who control access to the arts or censor artistic expressions restrain the potential of active and growing public participation. Therefore, open access to arts and creativity is essential to the democratic process. Art and creativity can effectively reaffirm realities, positive or negative, and help situate the public within a practical context to create their own meaning, encouraging civic engagement. Art causes people to question their realities, and embrace change by opening up the dialogue to alternatives. More exposure to the arts will inspire untapped potential. Therefore, art is the conduit to the past, the present, and the future.

“Could we ever know each other in the slightest without the arts?”
Gabrielle Roy

Creativity and public art create a united and more involved community. In our communities, artistic activities strengthen social cohesion within the mosaic of cultures and expressions that make up Canada. Our communities benefit directly from art, which nourishes our feeling of belonging, reaffirms social communication, and breaks down social and political barriers. Communities need to create public spaces where people can get together both to create and to appreciate works of art.

Arts for all

Materializing this vision

*Creating Gathering Spaces:

Art and Creativity Inducing Public Spaces

*Youth Community and Educational Programming in the Arts

*Creative Urban Planning:

Finding Alternative Uses of Space

*Increasing Accessibility to Art through Community-Based Sharing Partnerships in Art Establishments

*[Instituting the Art Process in Public Institutions and Non-Traditional Contexts](#)

Tangible ideas to engage audiences

Mural investments, Busking support, Commuter poetry instead of advertisements, Public festivals, Creatively transforming non-traditional spaces, Pop-ups, Creatively utilizing social media, Interactive green spaces, Mentorship as an art form, Low-cost museum access

Dialogue

Social Cohesion

Sharing

Encouraging Discourse

Artistic and Creative Future of Canada

National Creative

Unity

Public Experience

Art and Identity

Art is an underlying identity connecting all mediums of expression.

Approaching the arts has always raised the questions "What is art?" and "How do you define something that is so abstract?" I challenge you to think that you've already defined it. Your daily life can be seen as improvisation and

anything from having a baby to writing an essay is the act of creating. Art already exists in our daily lives and is a part of who we are as a species. However, there's a perception that it's a language or master discipline, which continues to make art seem currently inaccessible. Acknowledging the presence of art in who we are as people and as a country can change everything from the way we approach our education system, government processes and policy, to the landscape of our urban centres.

Creativity is like a river where the stones are to ebb the flow not to stop it.
- Mi'kmaq Teaching

Creative Governance

You are a marine biologist; you come up with a new model to analyze fish populations. You are an app developer; you release a new app to help citizens save energy in their homes. You are a line worker at a car manufacturer; you improve the car by using a smaller screw. You are a stay-at-home parent; you create a walking bus for your community.

We, as human beings, are creative regardless of profession. In many organizations, such as Google or GM, there are structures that allow and reward employees for innovation. Creativity is not a founding principle in the Canadian government. Though citizens, public servants, and elected officials often have common goals, they act in isolation of one another.

Practices from the arts world that foster creativity have a place in our government. Four principles in particular will encourage curiosity, leading to creative and original solutions that are uniquely Canadian:

Storytelling. Have you ever tried to read the Criminal Code of Canada? Does a checkmark on a ballot tell your Member of Parliament anything about you? Without the stories that explain why we have our laws, and without the motivation for our policies, our actions have little meaning.

Client-centred approach. A design firm studies a community before creating public art. This approach can be used to involve citizens in the design of government policies.

(Un)reasonable scenarios. Improv theatre works when the actors say "yes." This principle can be used to brainstorm solutions (whether serious or idealistic); explore them and see if they work.

Rapid prototyping. A playwright seeks feedback by workshopping his or her play for a small audience. This process lets policy-makers troubleshoot solutions at a small scale before taking them to larger audiences.

Maslow thought...

“There is a more widespread creativity, applicable across life and not simply in the arts, but manifests in everyday occupations such as housework as well as specialized occupations involving extensive knowledge and experience.”

Anna Craft, *British Journal of Educational Studies* 51(2)

The Isolated Now

Citizens

You are the lead singer of a local band, The Chase, based in London, Ont. Students with behavioural issues, who attend the local high school, are struggling to graduate. You think that teaching songwriting will help. You ask the principal if you can help teach the school’s music classes. You are told that the school can’t hire you because you don’t have a teaching degree.

You abandon your idea.

Public Service

You work for the Department of Education in Ontario. You have tried to find new ways to help students with behavioural problems succeed. You believe inviting local musicians into schools would help the situation. You suggest the idea to your supervisor, but are told that there is no money in the budget for your idea, and that it’s not a priority. You abandon your idea.

Elected Officials

You’re the local member of provincial parliament for London-Fanshawe. You really enjoy listening to music and have been following the rise of a local band, The Chase. One of your son’s friends is struggling to stay focused at school. You think that improved music education could help him. You want to make a policy change but don’t know what change would be effective.

You abandon your idea.

Citizens

+

Public Service

+

Elected

Officials

The singer, public servant and elected official all notice that students with behavioural issues have a difficult time finishing high school. They come up with many different possibilities. They test the possibilities using practices from the arts world. Their solution is original and can be adapted to help many different schools. How did they do it?

The integrated future

“If you’re not prepared to be wrong, you’ll never come up with anything original.”

Sir Ken Robinson

Tomorrow

You are the citizen who thinks that music will help students with behavioural issues in your local high school. At a community forum where people are encouraged to tell their stories, a mother talks about her child’s struggle to stay focused in school. Others share similar experiences. You suggest music as a possible solution. Others support your idea. Your MPP hears the community’s concerns and finds merit in your suggestion.

Your MPP speaks with his colleagues. The provincial government asks the Ministry of Education to research and develop the idea of using the arts to help students with behavioural issues. A public servant in the Ministry of Education is assigned the task.

The public servant works with the local school using a client-centred approach. They speak with and observe students, parents, and teachers to understand the needs of students with behavioural issues. They find out that students are bored with the curriculum, experiencing social pressures, and are unable to express themselves in conventional classroom settings.

Next, the public servant assembles a group of diverse community members: artists, parents, students, teachers and professionals. They propose a series of (un)reasonable scenarios and think about the next steps for implementing them. Three ideas stand out: a partnership with local musicians to teach songwriting, buying music recording equipment, and seeing a concert.

The public servant and the school agree to rapid prototype these three ideas. They hire a musician to teach songwriting for one month; they buy a microphone and a computer to set up a small recording studio; they book a local band to play at the school. The students who see the show enjoy the afternoon off but the performance doesn’t stick with them. The recording equipment goes unused. With the musician,

each student writes a song and performs it at a coffee house for their parents. Their grades, attendance, and behaviour improves.

The public servant realizes that the musician's program was successful. However, currently the musician can't be hired because he doesn't have a teaching certificate. The public servant reports to the government and the MPP who suggested the idea that there should be new legislation that enables musicians to partner with music teachers.

The MPP and government develop legislation through a public process that involves citizens. Storytelling helps everyone to communicate. The legislation passes and schools across Ontario begin to take advantage of music partnership programs. The needs of students with behavioural issues are addressed.

Elected Officials Public Service Citizens

A creative evolution of health and well-being

"I began to hear voices that never seemed to have a face, but I shrugged them off as nothing more than loud thoughts or someone's trickery. By the time I reached my final year of elementary school, I finally had the knowledge and understanding necessary to recognize that the voices I was hearing may be a form of schizophrenia. Upon further research and discussion with my doctor, we came to a consensus that what I had was schizoaffective disorder. As the prevalent voices began to increase, and a mixture of hallucinations began, I slowly sank deeper into my state of depression with suicidal tendencies. However, rather than follow the direction of taking pills and getting 'better', I decided to get creative and try to find a solution utilizing one of my passions, music, to improve the situation.

Since I was young, I have always enjoyed listening to the works of Bach, Mozart, etc. as well as the music of the video games industry. I managed to find a way to control the flow of hallucinations and voices by playing certain moods of music, and by doing so, began to shape my illness into a useful tool of inspiration. Utilizing that new knowledge, I began to formulate the experiences I was seeing and hearing into a novel. It was thanks to art and creativity that I was able to transform my unique circumstance to an advantage."

A testimonial by Lowell K. Levenick

A creative evolution of health and well-being

Moving forward, Canada needs to recognize the significant impact the Arts can have on evolving our understanding of individuals suffering from mental, physical and

emotional illnesses. There are already stepping stones being laid leading us in this direction, but over the next 50 years Canada needs to be a crucial leader in incorporating the arts into our health and well-being, showing the potential benefit to other countries. A prime example is Arts in Health which works within hospitals and health care environments with administrators and clinical staff to utilize and understand the value of the arts in enhancing well-being: www.artsinhealth.ca

However, alternative medicine, such as the arts, is the first to suffer during budgetary cuts to the health care sector. The government has just announced 36 billion dollars in budgetary cuts, which will not only affect alternative medicine, but traditional medicine as well. In the near future, we must oppose budgetary cuts. The 2015 budget must not be accepted. We must continue investing in the Canadian health care system and, once the system is healthy, promote the relationship between health and the arts.

Inuit relation to art and health

Growing up in Nunavut has been tough for so many due to the fact that the Inuit can't express themselves as well as other Canadians can. This generally leads to Inuit with suppressed or hidden problems. As these problems progress over time, they become a lot heavier to carry. These problems, no matter how tough, can be overcome in many ways, but this being creativity and the arts, I will display the solutions in that fashion.

One of the main problems is drinking, and I don't mean three or four beers around a campfire while sharing family stories. I mean one bottle of vodka after another until you can no longer remember the pain of living in Nunavut. Drinking to the point where you can't even remember who you really are. What I mean is that you turn into a completely other person at that level of drunkenness. The generation before mine knows what drinking can do to someone on an intellectual level because they grew up in it before I did. So I really want to see the Inuit become a people that don't need to have to go out drink every night and get to a point where they can no longer have fun.

The second problem among Nunavummiut is drugs and weed. The reason I have kind of separated these two is that most Inuit's definition of drugs is cocaine, meth, crack, etc. On the other hand, weed isn't quite looked at as something that is illegal. Weed is naturally consumed by youth in Nunavut that we can see others doing it and not be affected by the sight. If I were to be anywhere else in Canada I would get dirty looks for having it around. Another thing I can bring up while talking about drugs is that it is a very social item nowadays. We tend not to think that weed is a "drug" mainly due to the fact that you can get used to seeing it being done and seeing the drug dealers on the street. The popularity of the sight makes it so drugs in Nunavut aren't as high alert as they are across Canada.

The last problem I will be addressing is the suicide rate amongst Inuit youth. Seeing that this is probably the most touchy subject to talk about, I will try my best to keep it focused. From an early age suicide is not easily definable until you see what it can do to a community, what it does to family and friends. I didn't know what suicide meant until I had seen my older brother become so negatively affected by it he fell to the ground in tears and screaming.

My older brother is the strongest person I have in my life, both physically and mentally. As a child he would challenge me to hit him and try to hurt him and I never could, no matter how hard I hit him. It wasn't until I was about 15 that I had seen him "break" due to suicide. I won't get into heavy detail but the person he lost was very dear to him and his life. So when he found out, he lost almost everything. Later on I realized that this wasn't the first time my family had been affected by this problem. Suicide in Nunavut can really affect an Inuk in their day-to-day life. You may not see that they have lost their best friend or their cousin to suicide, but you can see that in the whole experience they have a better perspective on life. They feel the pain of loss and don't want this to happen in the next generation of Aboriginal people, not just Inuit.

To me art can be used as an outlet for all three of these problems that I have brought up. Using art to articulate thoughts and images, to bring them into the physical world, can open yourself up to a new dynamic of where you are going in life and where you can end up. Art does not always have to be picking up a paintbrush or pencil crayon and drawing out what you have in your head. In my experience music is one of the best ways to say what you need to say. Finding what you can do best to make a "better you" is key in today's society. We are coming up with more ways to get our voices heard or having our art displayed. So please don't tell yourself that you're quiet or unheard. You just need to find a way to bring what is deep inside to the outside world where people can hear it, see it, and most of all feel it.

Samuel Tagalik

EMPOWERING ARTS AND CREATIVITY

Resources

The arts and creativity industry in Canada is in a position where it enjoys significant privilege. Our resources include human capital, including 140,000 working arts professionals; material capital, with our vast array of natural resources and access to global trade; and financial capital, where investments to the arts do happen and have the potential to grow.

At our hands is an unlimited reservoir of creativity and innovation. Despite the seemingly pervasive struggles of the sector, the drive to survive has never been nor will be stemmed, thanks to our passion, ingenuity, and diversity.

Arts and creativity in the present struggle

At present, the reality and broader conception of arts and creativity is one that is strongly defined by struggle. While challenges will continue to exist, there are significant problems and barriers that need to be addressed.

Relationships – arts and government; arts and the public – have been conflictual for too long. When we use the rhetoric of a struggle for funding and attention, we exclude the possibilities of encouraging a collaborative process and developing win-win relationships.

Another problem is a lack of vision, which is directly harmful to our youth. When we allow educational institutions to minimize the importance of studying culture in non-academic and non-essential ways, we prevent our children from being able to develop their culture, identity and forms of expression. We condemn them to shoulder an essential task all alone with inadequate tools.

We acknowledge the great strides that have been made on part of academic and industry professionals by recognizing the importance of arts administration. The arts and creativity sector faces unique challenges that need to be addressed directly. Despite the acknowledgement of these challenges, the supply of educated arts administrators does not yet fill demand. Furthermore, too many struggle to operate in the real world structures without a coherent dialogue and information on what it means to be a healthy organization or artist and to maximize potential within legal, financial, and social frameworks.

Because we accept struggle as a condition for the arts, and use it as a tool for gain, we do not address the systematic problems that undermine arts and creativity and its participants. Cycles of poverty, mental health problems, and exploitation cannot be tolerated as inevitable phenomena of the arts.

Education

By 2064, the pedagogical approach to arts and creativity at the elementary and secondary levels must fulfill three criteria to fully equip our youth with the necessary tools of development. 1) education systems must make explicit and coherent the values on which they operate, 2) there must be a clear vision which articulates the role of arts and creativity in imparting those values, 3) educational systems must invest in the professionals and resources necessary to give weight and credibility to the values and vision.

At the postsecondary level, a responsible arts curriculum should prepare students for real life. By 2024, all students should be able to access information allowing them to understand their market, their rights and the conditions necessary for a healthy life.

Business

Recognizing that arts and creativity organizations do not operate under the same indicators of success and health as corporate organizations, the work of current arts administrators and academics needs to be accelerated. By 2024, best practices in arts administration needs to be common, accessible knowledge to maximize the use and efficiency of our resources.

The structures under which arts and creativity operate must be made accessible and more efficient. By 2019, information specific to the arts must be available, written in plain language and easily understood, at the legal, economic and governmental levels. We must avoid non-compliance costs by increasing the value of individuals and organizations in order to find the appropriate operational methods to maximize efforts. By 2064, compliance costs, and regulations, must be reduced to a minimum.

The collaborative process

To tackle the phenomenon of the struggling arts, the arts and creativity sector must reject the zero-sum game and adopt a constructive approach to its relationships. The combative approach to development leads to inevitable costs and losses, none of which are of interest for the sustainability of arts and creativity. In order to grow, the sector must be interested in the growth of all dimensions of society.

Given the unlimited creative potential of arts and creativity, alternative solutions to long-standing struggles must be pursued, either through reworking existing frameworks or creating new innovations. The following discussion of sources of funding in the arts presents an example of the long-standing issues that require such alternative solutions.

The Canada Council for the Arts has outlined the immense impact of the arts on Canadian life, such as in economic development, health and wellness, and community development. Our vision for 2064 is to empower arts and creativity to move past its barriers and gain the freedom to maximize its potential.

EMPOWERING ARTS AND CREATIVITY

Where does the money come from?

Public sector funding

It is in the interest of government to support artists and the arts industry. Currently this support exists in the form of grants, funds, and investments. This support works in profit-driven industries, but for the creative arts industry we can do something that satisfies the needs of artists and government. We have many artists producing professional quality work that struggle to make a sustainable living off their work.

OR

Private sector funding

Supporting our neighbours and communities is a Canadian value; many Canadians and Canadian businesses want to support artists and the arts. Individual artists, however, are limited in the incentives they can offer in return, outside of recognizing contributors. Arts organizations that have charitable status are able to offer tax receipts, but there is no way for a individual artist to register as a charity.

Making Both Sides Work

The public sector is interested in supporting artists but has limited resources, and we don't want to raise taxes. The private sector is interested in supporting artists and generally want to pay less taxes. To improve the deficit in sustainable support for the arts, let's treat individual artists like charities, and let artists issue tax receipts for donations and contributions. This takes some of the burden off the public sector to directly fund artists and instead allows for more community involvement with the arts.

Equity

Calling for equivalency without demanding sameness.

Justice

The idea that there are universal principles, free from all forms of prejudice and discrimination, which guide people in defining what is right and what is wrong, no matter what culture or society you live in.

A just society

"A just society is one in which the responsibility of ensuring justice falls upon both the minority and the majority to create an environment where everyone can reach their fullest potential. Learning about historical injustices requires truth in our national narratives to understand ongoing injustices today. Justice requires active awareness of how individual and collective/structural actions contribute passively to societal injustices. Achieving justice is not an end goal; it must be a tenet of the identity of the people of Canada to ensure equity for others."

JUSTICE AND EQUITY

Becoming a world leader in poverty reduction

Canadian context

Poverty is a far-reaching concept that affects individuals, families, and communities all across Canada. Marginalized groups face poverty at alarmingly disproportionate rates in some communities which is often caused by a complex set of factors such as growing income inequality, racism (both direct and institutional), impacts of colonization, gender inequality, inaccessible services, health and mental health issues, gentrification etc.

Over the next 50 years Canada must allocate more attention and resources to address these problems so that we can become a world leader in poverty reduction. This includes improving access to the services people need and shifting from merely a complaints-based approach to a more proactive, preventative approach. We should be supporting our communities in a way that not just supports them while in poverty, but prevents them from falling into poverty in the first place.

Impact on Indigenous communities

Through colonization (both past and present) Indigenous communities have faced alarming rates of poverty with many communities today, for example, not having access to clean drinking water, plus experiencing high rates of homelessness, and significant health problems such as obesity, certain cancers, and suicide. In order to address these challenges we need to reform our social services so that they are more culturally relevant and safe, and to develop/fund new supports that are led by the communities themselves to address the root causes. We see education as one of the most important determinants of poverty and health in these communities and so we must eliminate the funding gap between Indigenous and non-Indigenous students and schools.

Language barriers

Currently in Canada, language differences hinder access to work. To allow all Canadians to be part of their environment, in English as well as in French, we suggest improved bilingual curricula for every school in the country. When we eliminate language barriers, we make the job market more competitive and we provide more job opportunities, which means that more people will be able to work and get out of poverty.

Transition to employment for immigrants

Another problem identified is transition to employment for immigrants to Canada. Currently, newcomers cannot practice the trade in which they have specialized. The usual procedure to recognize foreign diplomas is long and costly and obliges newcomers to hold low-paying jobs while they wait. We would like immigrants to have access to improved services to accelerate their integration into Canadian life, especially those who have higher education. This measure would decrease the poverty rate and fill the shortage of professional workers.

Overcoming institutional barriers

Though there are many challenges ahead in regards to poverty, actions are necessary in the next 50 years. Primarily, removing institutional barriers in the public and private sector is an excellent way to achieve the former. This goal can be reached by using research, evaluation, social entrepreneurship, and community partnerships to increase social services.

The correlation between education and poverty rates clearly outlines the importance of such adaptations to the way Canada approaches poverty reduction.

Equality

Canada is a country recognized for its quality of life and inclusive society, but we can't forget that some gaps still exist. To reach our goal of becoming a country that really is a good place to live, we must all recognize the different minorities and make an effort to understand them better and include them so that they may be fully involved in Canadian society.

Rights of persons with reduced mobility

Persons with reduced mobility don't always have access to means of transportation and facilities that are appropriate to their needs. We would like there to be more subsidies and grants so that everyone with reduced mobility would be able to live in an environment adapted to their situation.

Rights of refugees and temporary workers

Current Canadian social programs for those who are in the process of becoming citizens or for refugees do not give the latter equality. Immigration policies have certain gaps and do not facilitate the transition of refugees and temporary workers between their country of origin and Canada, especially on the professional front. We

would like the process for entering Canada to be just and efficient so that we would be able to offer a haven of peace to refugees.

Rights of LGBTQ persons

In Canada, LGBTQ persons have limited access to programs and resources. They also have a great deal of difficulty in finding healthcare professionals specialized in the field. We would like transgendered persons to be able to contribute fully to society, to have access to appropriate facilities, such as gender-neutral bathrooms, and have access to housing and jobs.

Gender equality

Many changes have already begun to have women's rights recognized; yet the best-paid jobs in Canada are still held by men. The causes are subtle, varied and rooted in several levels of our society, based on values or perceptions concerning women in power.

In the next 50 years...

It will be important to develop a culture that appreciates and respects women's professional potential and offers them more job opportunities and career choices based on skills and work

Rebuilding relationships between Indigenous and non-Indigenous communities

Rethinking our approach

"As a Mi'kmaq woman, I always wanted to stand above the negativity of the so-called "Aboriginal Question" and create a more positive outlook on my culture. I am very blessed to be Indigenous and most of the time, it's all that I've got."

*– Payton Jadis, 19
Abegweit First Nation*

When we consider the idea of rebuilding relationships between Indigenous and non-Indigenous peoples sharing this land, we believe that there must be a rethinking of what these relationships are founded on and how we should approach one another both as individuals and as communities.

Before we can effectively consider what policies or decisions should be adopted towards Indigenous issues, we must take a step back and prioritize rebuilding the central components of a healthy and positive relationship—humility, understanding, and respect. This involves knowledge-sharing and often difficult

dialogue that allows us to learn from each other's stories and presents opportunities for breaking down stereotypes.

Canada must shift its thinking from ideas of having an "Indian problem" or "Aboriginal question" to more positive conceptualizations of how we relate to one another. Instead of a "problem" or "question," let us view each other for our strengths, opportunities, and gifts. Let us become allies and, more importantly, friends. To do this we must continue to acknowledge and increase awareness of Indigenous histories in Canada, particularly around the violence, marginalization, and other forms of oppression brought on by colonization. For many years these histories have been ignored and even denied by some and so we must bring them into the forefront of Canadian consciousness creating spaces for Indigenous voices to tell their own stories. These stories will not only reveal the pain and challenges of past and current experiences, but also highlight the strengths, beauty and resilience of our First Nations, Metis, and Inuit communities.

We also strongly believe that youth—including ourselves—will play a key role in redefining and re-building these relationships in a way that has not been done in past generations. There must be opportunities for youth to engage in dialogue where they can laugh, ask questions, shed tears, and learn with one another with the hope of building new friendships.

Through these processes we must find points of commonality while also valuing differences. We must be patient, courageous, humble, and hopeful if we are to make changes that will last. Let us be the ones to start seeking out opportunities for dialogue and friendship and let us be the ones to start rebuilding relationships between Indigenous and non-Indigenous peoples.

*"Nunavut is an Inuktitut word that translates into 'our land'. As a young Inuk woman, I believe in a Canada that not only understands this definition, but appreciates how central it is to our identity. We are Nunavummiut—'people of the land'."
– Alianai Niviatsiak, 22, Rankin Inlet, Nunavut*

Environment

We believe in a Canada where...

- The land is appreciated beyond simply its economic value
- There is respect and understanding for Indigenous connections to the land such as its role in spirituality and identity
- Indigenous peoples are not only consulted in the resource development process, but hold ultimate decision-making power over any resource use on

their territory (see United Nations Declaration on the Rights of Indigenous Peoples, Article 32.2)

- There is awareness and response to the fact that the negative effects of environmental damage through resource extraction and industry (i.e. mining tailings, oil spills, pipeline pollution, etc.) are disproportionately felt by Indigenous communities. This must no longer be a reality
- Preventative and adaptive measures—in regards to climate change—are concentrated in communities who feel the effects most strongly and who may not have the resources to address these challenges on their own. This takes into consideration the fact that climate change will affect communities differently across the country and it is often Indigenous communities who will be the most impacted. These measures should be approached with the goal of supporting these communities in staying on their territories and maintaining their ways of life. This is particularly important in that most Indigenous communities' livelihood and spirituality revolve around the land and some communities being further north will feel stronger impacts

Health and safety

We believe in a Canada where...

- Indigenous women are not subject to discrimination, violence or hatred. We must end the national tragedy of missing and murdered women
- Culturally appropriate health care and social services are not only available, but a central tenet of social infrastructure
- Indigenous children are not overrepresented in the child welfare system and Indigenous communities have complete control over the way that their children are taken care of and supported.
- Access to health care specialists is readily available to all peoples including those from rural and northern communities. This idea of access includes equitable financial support recognizing that more investment is needed for certain communities more than others
- Indigenous communities do not have higher rates of health and safety issues compared to non-Indigenous communities

“As a Metis woman who identifies strongly with both her Indigenous and non-Indigenous roots, I have spent a long time questioning my identity and where I belong—especially within the reconciliation context. For a long time I viewed my

mixed heritage with confusion and as a limitation, but now more than ever I view it with pride and see it as an opportunity for me to bridge these communities.”
– Lindsay DuPré, 24, Métis Nation of Ontario

Education

We believe in a Canada where...

- All peoples sharing this land have an understanding of Indigenous histories and colonization in Canada. This includes those peoples who are settlers and newcomers as well as Indigenous peoples from all communities who in the past may not have had the privilege of accessing this knowledge
- All peoples are aware of the traditional territory on which they live, work, and travel
- Both sides recognize their relationship to treaties and land agreements and how these treaties and land agreements are the underpinning of non-Indigenous settlement and presence on this land. Where there are no treaties, people need to learn about and understand the need to reach a just arrangement between Indigenous and non-Indigenous peoples living in the same land
- Education is not solely based on Euro-Western frameworks and epistemologies, but also shares space with alternative forms of knowledge and learning. This includes decolonizing and indigenizing our approaches while reconsidering what constitutes “valid” (i.e. respected) knowledge and expertise
- There is equitable funding that takes into account the resources needed to adequately support children within different communities. This may mean that some communities receive more funding according to their needs. For example, in some communities more resources may be needed for adequate transportation and food for students. This may also include increased funding for urban Indigenous students who may need financial support in covering the costs of education materials (such as laptops)
- Control over curriculum should be held by the communities themselves. This may include collaboration with existing educational approaches from other communities which will allow them to draw from their strengths
- Regardless of school, resources will be available to support students throughout their education so that Indigenous students are meeting or exceeding national averages on all educational indicators (i.e. graduation

rates, post-secondary enrollment, etc.).

Governance & communication

We believe in a Canada where...

- There may be a restructuring of what governance and communication looks like at all levels that will better balance the power differential that has occurred in decision making in the past. If this were to happen this restructuring should involve better represented Indigenous experiences and voices, but also prioritizing Indigenous rights to self-governance and alternative approaches to governance and justice. This may look like separate governance structures, but structures and leadership with better understanding and communication between one another
- Indigenous communities are central in deciding if and how they want to approach this restructuring
- Indigenous communities should not only be consulted in decision making, but hold the power to make the final decisions on issues particularly in regards to resource issues on their traditional territories
- Canada not only upholds what is outlined in the United Nations Declaration on the Rights of Indigenous Peoples, but becomes an international example of strong, respectful relations with its Indigenous communities
- The relationships and agreements between governments and Indigenous communities move back to the original spirit, expressed intentions, and values of our original treaties. This includes mutual respect and trust rather than trying to exploit, mislead or take advantage. The original treaties and agreements (as well as future arrangements) should be more respected and viewed as central in shaping the relationships and agreements that occur within different territories

Criminal justice

Criminal Code: How law is represented to us

The Criminal Code is the representation of criminal justice in Canada. We deserve a criminal code that is understandable, relevant and contemporary. With this in mind, a revision of the Criminal Code should be conducted which aims to:

- Adapt the language to reflect contemporary morals and values, which includes any religious undertones that may not resonate with future generations
- Make the Code truly comprehensible
- Remove all archaic concepts which are all no longer relevant

This needs to occur now as due to the continued rise of technologies, there will be demands to adapt our Criminal Code to respond to the new challenges brought by this reality. Furthermore, there is no point in revising the Criminal Code without also making it accessible and useful for all Canadians. What this means is creating a code that is understandable, concise, and didactic. The end result should be a Code that acts as a representation of what Canadians expect in a fair and just society.

Any laws that are created or amended in the future should also consider the following:

- They should empower the people that are affected directly by those issues to be a part of the creation of norms and that the law reflects their interests
- Consultation should not be meaningless, laws created should reflect the results of collaboration

The notion of institutional justice should be expanded

We believe in a Canadian justice system that does not assume that incarceration is always the best option and is open to other means of ensuring justice is done. One such option would be to integrate the principles of restorative justice throughout the entirety of the justice system. Correctional services of Canada defines restorative justice as being an approach that "helps meet the needs of people faced with crime and conflict in an inclusive and meaningful way. These practices provide voluntary opportunities for those who have been harmed and those who have caused harm to be active participants in their journey for justice, accountability, and reparation."

Canada has been experiencing a long-term downward trend in the rate of criminality which opens up an opportunity to explore this avenue. Incorporating elements of restorative justice into Canada's legal system could work to create a more harmonious and just society. Because, despite a downward trend in criminality existing, there is nonetheless an increase in the rate of incarceration of marginalized groups such as Indigenous peoples. By adopting a mindset of inclusivity, and accepting different approaches to justice, we can empower the communities most affected by the punitive system.

Operating on such principle can produce more positive outcomes for society, as well as those affected by the crime. However, we acknowledge that this is not appropriate for every circumstance. Ultimately, this approach could be more cost

efficient while also lowering recidivism. As a final thought, those that work within the realm of the justice system should be reflective of the diversity of a multicultural society.

Criminal justice

Perception of society

We believe that society's perception of criminals needs to improve. We need to work to reduce discrimination toward those with a criminal record. Our society has to help rehabilitate criminals and integrate them after their sentence has been served. We need to work toward limiting the double sentence imposed by society's judgment on criminals, which contributes to marginalization and encourages them to reoffend. We also need to change perceptions of victims and avoid perpetuating a culture of blame. Some victims are ostracized and held responsible for their own problems. We need to change things so that victims stop feeling guilty and go to the justice system to obtain reparations. Victims have a right to feel respected throughout the legal process, and they have to be treated kindly. Healing for victims has to be as important as making criminals responsible.

Enforcing Canadian law on Canadian corporations abroad

We recognize that there is an inherent hypocrisy in strongly fighting for human rights at home while remaining passive about them abroad. Thus, we believe that corporations that are based in Canada but who exercise their industry in other countries should be held to respect Canadian law. This pertains particularly to criminal law, which is meant to protect people from harm. It is of particular note that these crimes are often committed against Indigenous or marginalized groups. This will require greater social responsibility from corporations, as well as public awareness. Ultimately, protection of the safety of peoples abroad will result in better and more coherent protection of Indigenous and marginalized peoples at home. A concrete example of enforcing our law on Canadians abroad is the criminal prosecution of individuals who engage in illegal sex tourism (especially concerning minors) in other countries.

Civil system

We believe that the Canadian civil justice system is facing challenges related to accessibility. Accessibility is crucial to a just society as without it, an individual is unable to exercise and enforce their rights. To address this, and in recognition of the importance of Canada's two official languages, all civil justice services should be available all across the country in both French and English. We also need to address the issues of funding regarding the administration of justice, so that everyone regardless of wealth can have access to equal services, in a reasonable time. This would include increasing eligibility to legal aid as well as expanding the fields of law that the aid can exercise its competency in. An extension of this goal would include

ensuring that expenses for expert witnesses and judicial costs do not become a burden and an obstacle on peoples access to the justice system. The end result of increasing accessibility would be to foster the population's confidence in this judicial system.

White collar and business crime

We must recognize that economic crimes are not perceived in the same way as crimes against a person. Economic crimes affect a number of people, directly or indirectly, and we should not minimize their impact. Fraud, corruption and other similar infractions foster public cynicism and pessimism toward the justice system and institutions. We need to break down the culture of impunity and make these criminals take responsibility for their actions.

Learning and social development

Society does not consist of individuals but expresses the sum of interrelations, the relations within which these individuals stand.

- KARL MARX

Organization Learning Development Social Development

Learning development

Formal education is the bedrock of learning in a young person's life. Thus, we believe in the importance of having a public educational system that adapts to the changing values of society through the next 50 years, in order to help students become more competent, emotionally healthy, and culturally aware. All students deserve a classroom where they feel like their needs are being met; students' personal histories and circumstances should not inhibit them from reaching their full potential. In order to reach the goal of having these ideal classrooms in Canadian schools, we envision a future where important achievements have been made in the standardization of content across the country and where accessibility issues and respect for special needs have been addressed and improved.

A key problem that our students face is the content discrepancy across provincial and territorial educational systems. Curricula across Canada's provinces and territories vary greatly and should be examined to identify their key flaws and successes. This is a crucial step to ensure that Canadian students are offered equivalent knowledge backgrounds regardless of where they study.

Furthermore, it is fundamental to Canadian education and national identity to better incorporate Indigenous cultures and current issues into the school systems.

Historically, the voice of Indigenous people has been marginalized via institutionalized racism, and still today schools in Canada continue to employ educators who are culturally unaware to the contemporary issues of Indigenous peoples. To begin rebuilding Canadian-Indigenous relationships, we need educators to become aware that this is a current issue and not a past issue so as to make changes. For example, the terminology used in the Canadian educational system needs to stop being formulated as the Indigenous "issue" or "question" but rather address the future development and empowerment of Indigenous peoples.

Canadian Mental Health Association
10%-20% of Canadian youth are affected by a mental illness or disorder.

Learning development

A second key issue faced by our students concerns balancing the accommodation of students' specific needs and promoting their integration within the classroom. The idea of including students of all abilities is something we should strive toward, however it should be approached cautiously so that all students are given the proper tools they need to succeed. It should not be so extreme as to have people with learning disabilities in separate schools entirely, nor should we have classrooms that ignore the special needs for all types of abilities. The answer lies somewhere in the middle, and needs to draw from both poles to come to an agreement. It is crucial that students with different intellectual needs are given a voice so they can succeed as educated citizens.

Mental illness and its consequences, especially depression and suicide, are a problem that will require the participation of the Canadian education system to resolve. Appropriate training to allow our educators to support the mental health of our youth might reduce the suicide rate among young Canadians. For example, such training could include regular professional development workshops for educators at the pre-university level to acquire the tools they need to identify students who require psychological support.

We need to implement a program of practical training for teachers if we want to encourage the integration of special needs students – especially those with mental health problems – and to make Native content part of primary and secondary school curricula. We also need to devise a training program that allows future teachers to specialize in the fields that they are going to teach in order to reduce the number of teachers assigned to teach subjects that are not part of their skill sets (for example, a History teacher who studied how to teach Biology). Of course, this sort of project will require major financial investments to get started, but it will ensure that we train students who are more competent and confident in their abilities.

By producing knowledgeable, empathetic teachers in a more nationally consistent system, we can ensure that the next generation of Canadian students graduates with more confidence in themselves, their education, and their culture.

Social development

Religious sector

Canadian history and present-day Canada have been shaped by conflict between religious communities: Catholic versus Protestant, Jesuit versus Native, a Judaeo-Christian majority versus groups of religious minorities. While it is easy to discount religion as an instigator of conflict, and to thus exclude it from discussion in the context of learning and social development, we do not believe that the Canada of 2064 should be entirely secular. Religion is an essential part of the social fabric of Canada and must not be left by the wayside in our efforts to achieve a more modern society. When discussing the issues of oppression that arise from religion, we must take particular care to ensure the sustainable existence of religious institutions and the attendant benefits that they offer in the spheres of learning and social development.

Let us begin with the issue of oppression. It is well documented that physical and sexual abuse remains rampant within many religious communities, as underscored by recent headlines focusing on abuses in uneven relationships of power. Whether the offender is a parent silencing an abused child, a religious leader exploiting a position of power, a religious community that shames its victims, or leaders preaching the hatred towards other communities, the Canada of 2064 must protect victims while treading carefully vis-à-vis the religious freedoms outlined in the Charter.

In 2064, justice will be accessible to everyone of any religion, especially in cases of defamation, calumny, hate speech, violence and sexual aggression. All too often, victims are ashamed and afraid of going to the authorities because they don't trust their effectiveness and because they may be shunned by their community and their family. To meet this objective, we feel that the reporting process needs to be improved to protect victims' dignity and safety. When allegations of abuse are proven, the abuser must be prevented from returning to a position of authority, no matter what the community's religious and community values are.

Social development

Religious sector

Now we will examine the role of the government with respect to the oppression exercised by certain religious leaders. In several provinces, religious schools receive public funding. These schools, which favor certain religions, are seeing their main objective gradually eroding. By opening their doors to members of all religions,

these schools have gone from playing the role of protector to that of evangelist. Since they have many opportunities to preach ideas and values that are not shared by the government, these schools run the risk of using religion to perpetuate hate.

As the religious demography of Canada evolves, constitutional limits to our religious freedom may face pressure on multiple fronts. Specifically, there seems to exist a clear tension between the priorities of national and civic interests and the expectation of unrestricted doctrinal and ideological freedom of expression. Bridging this difficult and perhaps intractable issue may prove difficult, though a number of general principles are useful for guiding us in this nuanced discussion.

The first, and perhaps most prominent area of limitations may come in the realm of national security and issues of identification. These difficult conversations come to a head in multiple spheres, perhaps most visibly, in the practical issues of identifying voters at polling stations and ensuring security in physically protected areas. Where religious precepts demand the wearing of garments that preclude easy identification of person and possessions, we must exercise particular care in balancing the need for security and the right to religious expression. We need a specific example of how this might be accomplished.

In our legal system, balancing identification and religious practice is of especially critical significance. On the stand, witnesses must be readily identifiable, yet still entitled to protections that their customary beliefs may demand. For example, clearly defined provisions must be set out for persons who may be religiously obligated to cover their faces. A pragmatic approach may be to develop standardized methods of religiously-acceptable identification (e.g. same sex screeners, biometric identifiers)—a process which would necessarily involve close consultation with experts drawn from the faith communities themselves.

Social development

Religious sector

Yet another area where constitutionally entrenched Charter rights conflict is in the area of free speech. Defining what constitutes hate speech is an issue fraught with contradictions: At what point does our right to freedom of expression begin to interfere with the liberties of others, and to what extent should we police what others deem acceptable? We need a specific example of how this might be accomplished.

These issues, while multifaceted and complex, are broadly underpinned by a central principle, namely, that Canadians must universally possess the right to feel secure and comfortable in public spaces, and that we must be cautious in allowing religious practices that may infringe on this essential liberty.

On the other hand, we are not proposing a secular government. Religions shaped Canada's history and defined our identity. Other religions like Islam, Buddhism, Hinduism and Native spirituality have received little consideration. We don't want to have a secular government and public service in 50 years; rather we are suggesting the integration into the government of persons of differing religious traditions to create a multidisciplinary, welcoming public service. Canadians would then be better represented by the government and have access to services provided by people who share their world vision. Ideally, the government should not favour one religion in particular and should represent all communities fairly.

While religion and its associate institutions clearly pose a source of polarizing conflict, we must also acknowledge the indisputable benefits of religion in fostering community cohesion and furnishing source of philanthropic giving.

For example, many of our nation's largest foundations, e.g. The Salvation Army, World Vision Canada, The Aga Khan Foundation, are predicated on religious principles. Core to the operations of these institutions are ideological positions, and we must ask ourselves if an increasingly secular society may be eroding the positive benefits of religion.

Communities too, are deeply shaped by religion. In smaller, typically more rural locales, religious institutions can serve as social hubs—connecting citizens, providing social and pastoral services, and offering the opportunity to interact meaningfully with geographic neighbours. In cities, religious communities create small but powerful sub-groups, allowing many to craft a unique identity of their own among the alienating size of urban communities.

The implication of these observations is clear. In our efforts to diminish the harmful effects of religious dogma, we risk losing other integral parts of Canadian society. With that established, our efforts to shape a nation more tolerant of ideological differences must take great care to preserve the fundamental benefits offered by religion.

Social development

Religious sector

A significant and too often neglected area of religious practice in Canada is the essential presence of Indigenous spirituality and faith systems. There is a striking and shameful lack of knowledge amongst the Canadian polity regarding these issues, and it is imperative that religious discourse in Canada prominently features Indigenous spirituality in a non-trivialized role.

Traditional customs, values and beliefs remain core to cultural identity among Indigenous peoples, and an understanding and respect for these traditions is

tantamount to a respect for Indigenous peoples as a whole. It is impossible to properly enter the process of reconciliation, restoration and restitution without understanding the fundamental sacredness of Indigenous culture and their relationship to the land.

In rural and urban locales alike, there presently exists no institutionalized educational delivery mechanisms to explore the topics of Indigenous spirituality and customs. A central challenge in developing broader awareness among the Canadian populace concerning these issues is balancing public education with the fundamental sense of ownership that is so central to the Indigenous way of life. Educational initiatives must stress the role of knowledge-keepers and elders, who can guide nuanced approaches to developing further awareness without misappropriating Indigenous culture.

All that is valuable in human society depends upon the opportunity for development accorded the individual.

- ALBERT EINSTEIN

Social development **Social services sector**

In 2064, Canada will be made up of healthy individuals, families and communities that are fully realized because of a well-established network of social services. We need to create a social security network that will allow all the people of Canada to flourish.

The first order of business in this new Canada will be to deconstruct the power systems within social services that privilege some while marginalizing others. We talk about this as an issue of accessibility, inclusion, and understanding that shifts must occur not only within service providers, but also within the institutions that correspond. Institutions that provide these services need to be taught compassion. A system that listens to and attends to the population's needs whether they be cognitive, physical, or cultural. Historically, government-run social services have attempted to apply one size fits all solutions to the diverse communities served on a municipal, provincial, and national level. In order to deconstruct these policies, which erase diversity and deny unique needs, the focus must be turned to empower marginalized communities to identify and advocate on service delivery options that best suit their needs in ways that are culturally appropriate and validate one's identity.

We see glimpses of a future where communities will have the necessary power and resources to help create programs and services adapted to their needs. We want to see the establishment of a network to share information on which programs have

been proven to be effective in different communities so they can be copied in other similar social contexts.

By 2064, local communities will each have Community Knowledge Centres that track and tag work done in smaller communities, fostering relationships between non-profit organizations, corporate and individual donors, the media, and other community knowledge centres across the country, so that vital concerns within each community can be addressed and funded appropriately and sustainably.

Social development

Social services sector

While Indigenous children make up only 6% of children in Canada, they account for 22% of child maltreatment cases, and represent nearly half of children in foster care. We envision a system that brings these numbers down to proportionately reflect Canada's population. Always, the goal will be to maintain the family unit and consistently provide children and parents with personalized support. For the children who must remain in care, we envision strong mentor parents and family members that facilitate the process of cultural survival, restitution and healing, plus aim to be the last and only placement for children and youth as they transition, where possible, back into the care of their own families or transition into adulthood and out of the system. In practice, social services agencies must support the whole family in accessing culture through consultation with elders and key knowledge holders. This allows the passing of traditional Indigenous knowledge systems specifically as they relate to child rearing and family support.

In the next fifty years, the structure of Canadian families will undergo many changes. We would like to identify today's challenges to find the means to overcome them. The problems mentioned all have one point in common, the socioeconomic situation of the family. Because of financial difficulties, parents have to meet the family's primary needs, to the detriment of the needs of their children (time spent as a family, intergenerational transfer of knowledge, etc.). Thus it is important to ensure that families' primary needs are met so that children will receive the attention that they require to develop and flourish. Our proposals include establishing a "minimum living wage" that will cover a family's current expenses so that it can maintain an adequate standard of living.

Statistics currently show that high maternal employment rates keep poverty low. With this in mind, it is important that in 2064, we eliminate the feminization of poverty. All Canadians will be guaranteed universal child care to alleviate pressures on families and empower women who wish to return to the workforce.

In order to envision the ideal healthy Canadian family for the next 50 years, we must provide that early opportunity for children and youth to learn. Barriers exist and

those barriers need to be addressed and examined further to effectively prevent unhealthy families. We must take steps collectively as Canadians to reach our vision of a healthy family. By strengthening families, we alleviate those socio-economic conditions that hinder our country.

Addressing family concerns requires the implementation of parental support and early childhood development programs that once again take into account cultural differences. Young parents will experience non-judgmental, sex positive services in the interest of addressing the poverty and mental health issues that can result from a lack of connection and support. LBTTQI2SAA communities have equal access to information and support regarding the creation of families and do not face discrimination based on gender identity and presentation in the process of doing so. Immigrant and cultural groups will have the funding and resources to self-develop appropriate family development programs. The aforementioned creation of community knowledge centres will allow for collaboration between intersectional groups in creating wholly integrated and all-encompassing service.

Technology and media

Canada in the near term

Canada is a nation shaped by technology and communication. Its contours and character were formed by the technologies of our past: the canoe and the snowshoe, the telegraph and the train. It is no accident that modern communication theory is largely a Canadian invention. In a vast territory of many peoples and languages, our successes and failures have hinged on our capacity to communicate across differences.

Technology is the most dynamic force in today's world. It determines how we work, communicate, live and think, and progress in this field keeps increasing. Innovation leads to innovation. As improbable as that may seem, our generation will encounter many more technological upheavals than our grandparents' did.

As our technological power grows, so do the stakes. For the great challenges of our time—environmental well-being, personal freedom, social equality, human health and cultural integrity—technology stands as both a challenge and an opportunity.

As Canadians, what can we do to make sure that this explosion of new technological capacities creates a country that is just, free and fair? How can we foster the creation of a media environment that represents the diversity of our country? How can we understand a constantly changing environment and adapt to it? We invite you to participate in our ruminations on our immediate future.

Innovation distinguishes between a leader and a follower.

-STEVE JOBS

**From Victoria, B.C., to St. John's, Nfld.
In three hours.**

In the 1950s, no one believed the United States could put a man on the moon and safely return him home to Earth.

But in 1962, when U.S. president John F. Kennedy made that bold promise to the American people, he shared a dream worth dreaming. Il a choisi d'aller sur la lune, pas parce que c'était facile, mais parce que c'était difficile.

A dream worth dreaming—something that unites a nation. Sir John A. Macdonald, Canada's first Prime Minister, knew the power of dreams. He envisioned a way for Canadians to connect right across the land that would become the Canada we know today.

Prime Minister Macdonald's dream is over a century old. Today, we communicate with other Canadians by methods that the Fathers of Confederation would never have been able to imagine.

And yet, traversing our great country is time consuming. The size of our country creates a barrier to sharing our culture with our fellow Canadians, growing our economy, and defending our borders.

By 2064, we believe this country must build a rapid transportation network linking Canadians from coast to coast to coast—un réseau qui sera l'objet d'envie à l'échelle mondiale.

We believe this "Transcontinental Railway 2.0" should provide Canadians the ability to go from Victoria, B.C., to St. John's, Nfld., in just three hours—one-third of the time it currently takes to travel by plane.

The pursuit of this audacious goal is critical to securing Canada's place as an international leader in technological innovation. This great dream will give Canada the momentum to progress culturally and economically while retaining its sovereignty.

Achieving this goal will unite all Canadians to build a national legacy and a national identity together. This system is the needle that sews together the cultural fabrics of Canadians from across the country, building a real national identity instead of a series of territorial personalities

If we were just building a transportation network, it would still be a worthy goal. But in the process, we expect Canadian inventors will develop solutions to many other challenges facing the world today and in the coming years. If not for Kennedy's "Man on the Moon" dream, we would not have the heart monitor, the solar panel, or the MRI scanner.

This type of innovation will flow from this project, and increased productivity will foster job creation and grow the Canadian economy – thanks to diverse individuals of different origins.

Finally, Canadians recognize today the Arctic region requires more attention. Mobilizing our forces in defense of Canada's sovereignty—especially in Canada's northern region—will provide Canadians with greater security.

Dreaming a great dream. Sir John A. Macdonald understood the importance of a national vision that spoke to the needs of all Canadians. Achieving this dream requires a strong base.

Ensuring Canadians from across the country have access to the Internet, and preparing the workforce and the Canadian economy for a new reality is essential to its success.

Canada must become a leader in science, technology, engineering, and math education. Offering competency based learning—recognizing the skills and past education of Canadians and prospective Canadians, and allowing these learners to complete their education at their own pace—will provide differentiation and make Canada an even greater educational destination.

Striving for this goal will build a nation better prepared for the technological landscape of the future, and embed a culture of innovation.

So how do we get there?

How we get there

Education

Develop an inclusive, adaptable workforce with the necessary tools and skills for tomorrow's economy.

Offer education, training, and retraining in STEM programs to better match the skills of Canadians against available and future work opportunities

Incentivize a higher percentage of the world's best and brightest to pursue higher education in the STEM fields in Canada by offering a unique competency-based model that gets them working in their industry more quickly

Change the focus of the primary and secondary education systems to foster innovation as opposed to iteration—to focus on building a car instead of a better horse

Accessibility

Enshrine universal access to Internet in law.

Create a public/private partnership designed to help low-income and rural/remote communities connect

Build a single online government hub allowing Canadians to manage their citizenship—from registering a business, to renewing their passport, to filing taxes, and more

Opportunity

Make Canada a world leader in technological innovation.

Create a favourable economic ecosystem for technological growth

Competency-based Education

Competency-based education recognizes the pre-existing knowledge and academic achievements of the learner. Once the student takes a test to determine their areas of strength, a customized learning plan is developed that ensures they only takes courses they need to achieve their certification. The learner then completes the remaining courses online by themselves at their own pace.

Sharing our Progress

Canada needs a thriving technology sector. But maximizing our gross economic output is not enough—we need to ensure that all Canadians benefit from technological growth. New technologies solve important problems, but the wealth they create goes to those who own and control them.

Even as the economy rewards high-skill STEM workers, automation and globalization are making traditional jobs disappear. Patents and intellectual property law mean that corporations can gain exclusive control over important innovations. As civic culture and the economy move online, Canadians without technological skills and without access to technology may fall behind.

A 2008 working paper produced by the IMF puts it succinctly: “The observed rise in inequality across both developed and developing countries over the past two decades is largely attributable to the impact of technological change.”

For all the opportunities high technology has given to Canadians, it has also tended to create two social camps—those who understand and control technology, and those who cannot. Without action to include all Canadians in the new technological economy, those divisions will deepen.

Thinkers and artists have imagined these divisions before. In dystopias from 1984 to Margaret Atwood’s MaddAddam trilogy, a small elite uses its monopoly on high technology to subjugate the technologically illiterate masses. Without the means to understand or control the technology that shapes their society, the masses cannot defend their rights, participate in the economy, or engage in artistic expression. They cannot determine their own future.

Technology is changing faster and faster, and Canada needs to resolve itself to making technology a force for inclusion and perspectives for the future. All Canadians need to be provided with a free, accessible digital environment neither dominated nor censored by governments and big businesses. We need to train a technologically competent labour force able to adapt quickly so as to take advantage of innovation without the fear of unemployment.

We need open, democratic debate on the broader issues of technological advancement—for example cloning, microchipping in humans, surveillance in the name of security. Canadians should be able to choose whether or not to participate in the debates, and be fully informed so that they properly understand the questions raised. We need to keep the digital economy open to entrepreneurship throughout the country and prevent Web domination by a conglomerate.

To summarize, if we want to create a free and just society, we have to study the issues, imagine the world in which we want to live and, most important of all, act.

Quality control

In 2064, media will accurately represent Canadian demographics.

Looking back at classic film and television, it’s shocking to see the racism and inherent ignorance portrayed of non-white people. Over the next 50 years, we envision a fundamental shift in what Canadians consider acceptable representation of diversity in media.

“...Consider the current crop of Canadian-made TV series. Excepting those APTN (which, after all, has a mandate) there’s only one series with a non-made for white male lead—Arctic Air.”

–D. K. Latta, pop culture blogger

What’s changing?

It's a brave new world. I'm 42 years old. I certainly wasn't out in high school. And in fact it wasn't even a notion. So the idea that these kids are out of the closet in high school [is] so foreign to me. – Rick Mercer, 2012, gay media personality

Think of a well-known movie. Does it have more than two female characters? Do they have names? Do they talk to each other? Do they talk to each other about something other than men? You wouldn't believe the number of movies that fail this simple test. It's called the Bechdel Test and it highlights the obvious lack of female representation in today's feature films. We advocate for a rating system, similar to the motion picture age rating system, but one that evaluates the representation of women and minority groups. Every movie will be rated on a scale from 0-10, the score will be voted on by an appointed group of people under the National Film Board of Canada.

Public Broadcasting in 2064

To encourage and grow diversity in media representations, we need a strong and stable public broadcaster.

It's impossible to produce quality content without stable funding. Whatever the amount of funding made available, it must be consistent. We advocate for the creation of eight-year funding terms, during which annual funding will not change so as to allow for the creation of longer-term media production plans.

What needs to change?

We need to improve our current model based on the successes of models used by others countries, e.g. ABG in Germany.

Our model must move towards funding stability and minimizing of the consequences of changing political dynamics.

Raising the bar

Media Literacy

As Canada continues to grow over the coming 50 years, we will face the challenge of ensuring Canadians are able to think critically about the media they consume, and the impact of assumed ideas and realities presented in that media. Il est essentiel que les citoyens soient bien informés et critiques dans un monde médiatique où les frontières entre réalité et fiction sont brouillées, particulièrement dans les sphères de la publicité et du journalisme. We advocate for an education system that places a high value on critical thinking in regards to the media and the messages portrayed therein.

By mandating a basic level of media literacy within the school curriculum, it will ensure that Canadians are taught from the very beginning to be conscious and critical of the messages and ideas put forth in media. This could be done through the creation of a formal course through elementary and secondary school systems that focuses on giving youth the tools to understand and interpret media. Nous croyons qu'il est essentiel que ce cours détienne la même importance que les cours actuellement obligatoires comme les sciences et les langues.

Within the structure of this course must be an expert speaker component that brings in a broad range of media experts and analysts (par exemple: producteurs, psychologues, journalistes) to give insight and perspective into the critical thinking theories and approaches which students will be taught to apply in their daily consumption of media.

The new generation of Canadians needs to be able to develop critical thought and raise media standards of quality and ethics by constantly raising their expectations of content producers. This in turn will drive a demand for better quality journalism and will enable Canadians, as consumers of media, to better understand the world and their place within it. Introducing a strong foundational media literacy course in Canadian schools will lead to and support a stronger framework of journalistic standards and practices.

Journalistic Standards

The Internet has muddied the media landscape and has made it more difficult to distinguish between quality journalism and unreliable sources. This has accompanied a falling in ethical standards and practices across Canadian media outlets.

Since many opinion-sharing platforms are so accessible, unreliable information is disseminated more and more broadly and it has become difficult to tell real journalists from imposters. Lawyers and accountants are required to receive accreditation through a governing body to establish their credibility and be held to an agreed-upon set of standards and ethical practices. It is time now that journalists be held to the same standard, especially in light of the increasing speed of information sharing and its upward trajectory over the next fifty years. We advocate the creation of a self-governing body to certify journalists and media organizations and hold them to a defined set of national standards. This organization must be independent from the government.

Currently, there is no single, mandatory set of ethics and principles by which all journalists and media organizations must abide in their work. Ce conseil à adhésion volontaire proposera un ensemble de standards journalistiques universels auxquels les journalistes aspireraient. In order to have the legitimacy to enforce these standards, we advocate for an elected, rotating team of experienced journalists who can evaluate ethical dilemmas and present a unified voice about what is and is not acceptable ethical behaviour.

Having access to credible information is essential for Canadians to make informed decisions and understand news in a global context. Communication technologies will change rapidly in the next fifty years, so it is essential for Canadians to be able to pick out the true, reliable information from the abundant and often false content that exists.

Improvements in communication...make for increased difficulties of understanding.
-HAROLD INNIS

What will the internet look like in 50 years?

Dystopia

The internet will be privatized and will only be accessed by the elite

Jobs are scarce

Basic necessities are limited

Travel too costly

Lower standards of living

There will be a new form of hybrid internet created or a regression to a 1.0

If you only had 5 minutes of internet usage a week, how would you best use it?

Solution:

To anticipate and explore this potential reality, we propose Canada develop an emergency internet infrastructure, independent of global connectivity. A system that allows continued communication and problem solving in nationwide hubs, allowing governments to continue to serve a disillusioned populous, and a security plan to ensure Canada leads in growth within a dark and challenging era. Through forums, we can discuss scenarios such as "What if we had five minutes of internet a week?" and maximize the potential of using a possibly extremely rare resource. The debate today is: How necessary is universal internet access? Tomorrow, it could be: How best do we use a heavily restricted internet?

How do we protect real people, how do we ensure their privacy and security?

How do you control a virtual nationless state?

How do we enforce regulations?

Who has the right to control the ethics of the internet? Whose responsibility is it to govern the internet?

Utopian ideal world

Solution 1

Create a unified global governance body of states, similar to the UN, with expertise in all aspects of society: i.e. lawyers, technological experts, politicians. This group would be responsible for drafting an agreed upon declaration of accepted internet ethics that most countries would sign and ratify, and eventually turn into domestic law. After these declaratory principles have become law, this body would dissolve into grass root organisations, similar to "the sweetie project", to enforce legislations as an alternative to NSA-style big brother surveillance.

Solution 2

The internet is the one thing that no single country can regulate. How do we take into consideration every person's individual wants when it comes to the internet? Canada will lead the first world wide project that generates a national discussion about the immediate future of the internet. People from every country, as they choose, will attend this forum and discuss what their individual interests and opinions on regulations are. A compilation would be created on the self-regulation based on these results. By including every one, from experts to technology fanatics to normal citizens, we are not imposing the needs and wants of a governing body, instead, we are allowing collaboration.

Solution 3

To think radically about web policy, we propose an artificial, self-regulating internet formed through the largest experiment since the internet itself. Canada will lead through design, consultation, and through implementation. Using Canada's diversity, we should lead in consulting with as many citizens of Earth in asking for their commentary on what are the rights and responsibilities of the internet. Using sophisticated algorithms and data analysis, billions of opinions would be consulted and amalgamated to define what we all believe as a safe and secure user experience, but also a free one.

Should foreign governments not wish to consider their citizens' opinions on a stateless space, they would be left at the hands of their people; as representatives, they may remain passive in this experiment or, as the Arab Spring demonstrated, revolutionize and fight for their voices in this global community.
