

IMPACT REPORT



20
22



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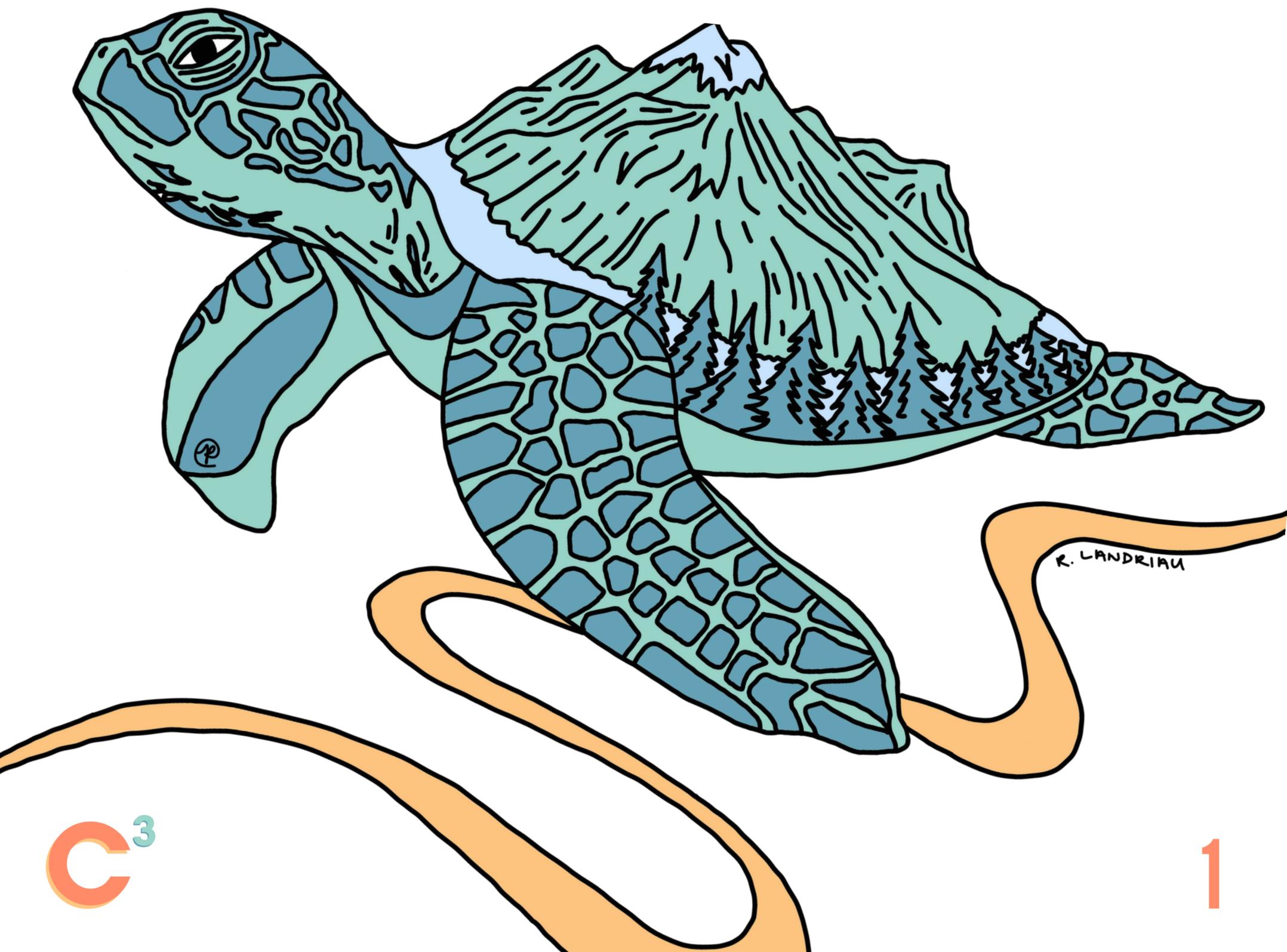
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ADAWE

As an Ottawa based organization we would like to take a minute to recognize the colonial structures that are upheld by our presence here on stolen land.

Ottawa is built on unceded Algonquin Anishinaabe territory. Ottawa is derived from the Algonquin word "Adawe", which means "to trade". Making reference to Kichi Sibi, the Ottawa River, a highway for trade and travel.

Through our actions we, Create Change Collective, hope to honour the peoples of the Algonquin Anishinaabe Nation, who are the traditional guardians of this land, past, present and future. As we organize around anti-racism and decolonization, we recognize the ways in which our presence on this land upholds colonialism and reproduces dispossession and violence for Indigenous people. For those of us who are settlers, we commit to working and learning more about how we can prioritize upholding conditions of the treaties that govern this land.

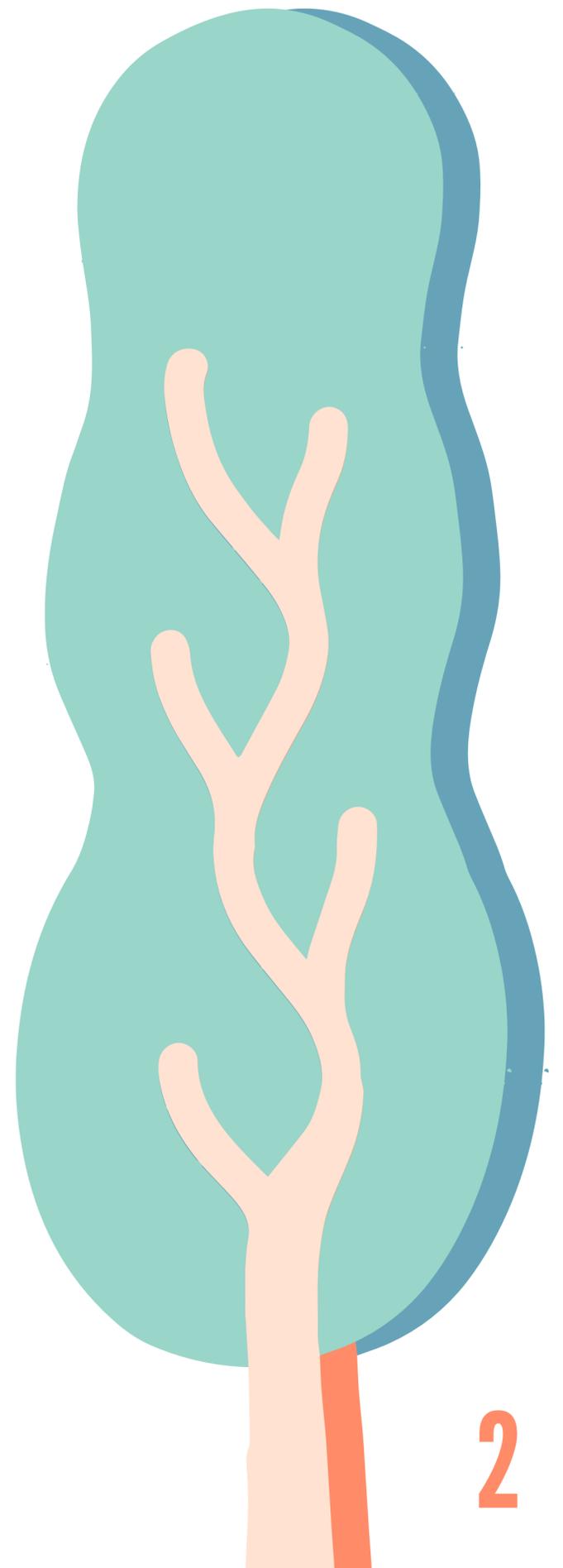


OUR MISSION

Our goal is to connect like minded individuals with a passion for the environment and creating change.

To accomplish our mission we have developed a simple three step process of educate, engage and grow. We educate both ourselves and others on important environmental and social topics. Then we develop monthly engagement projects which aim to engage community members in these discussions and movements. We provide individuals with the necessary background knowledge to facilitate individual curiosity and further action. We act as steppingstone for environmental education and climate action.

Throughout our work we ensure to create safe and inclusive spaces where ideas can be realized into community action projects, combining both individual and collective action.



INCLUSIVITY

we aim to create a safe space which is accepting of everyone's diverse experiences and perspectives, our goal is to show that anyone can create change and to inspire all people to do so

being honest and open about our functioning as an organization

TRANSPARENCY

GROWTH

working to develop our skills as individuals and as a collective through embracing challenges and experiential learning

OUR VALUES

CONNECTION

we aim to bring like minded individuals together to enable them to make a difference in their community

ACCOUNTABILITY

remaining committed to creating a change in our community and holding ourselves accountable to our promises and goals

SUSTAINABILITY

practicing what we preach, encouraging ethical decision making and conscious consumption of goods

OUR PROCESS

EDUCATE. ENGAGE. GROW.

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2022

PROJECT

WAWAW
O
D
K
A
E
B
B

J

Conscious
Consumption

F

'Running Water'
activity book

M

Mending
Madness

J

Plastic
Pollution

M

Pollinating
Positivity

A

Protect our
Oceans

J

Climate
Change

A

Rest

S

Forest
Conservation

D

Holiday
Sustainability

N

COP and the
SDGs

O

River Aware
Challenge

PROJECT REVIEW

COLLABORATIVE PROJECTS

In 2022, Rae Landriau the founder of Create Change Collective was able to participate in three experiential learning programs, the RAD Cohort with Youth Climate Lab, Ocean Bridge Classic St. Laurent Cohort with Ocean Wise, the Youth Water Leaders Program with Ottawa Riverkeeper and Generation SDG with UNA-Canada.

These three programs facilitated collaborations for community engagement projects run in January - Youth Climate Lab and Unaterra.ca, February - Ocean Wise, October - Ottawa Riverkeeper and December - UNA-Canada.

Three projects produced physical materials and kits. In February 130 physical copies of the 40-page activity book 'Running Water' were sent out across Canada to youth and education professionals in 9/10 provinces. This was funded by the Youth Ocean Action Grant by Ocean Wise. Electronic copies have been further distributed across the country.

In May 100 pollinating positivity kits were funded by Rising Youth - Taking it Global. In these kits were mental health PASS cards, seed packages, Create Change Collective stickers and held within a tote bag.

In June Create Change Collective worked with Youth Climate Lab, designing the graphics and layouts for the RAD Collab Toolkit published online.

In October the River Aware Challenge was launched in partnership with Ottawa Riverkeeper and supported by Ocean Wise. The challenge consisted of eight activities to learn about water conservation, Indigenous activism and build land based connection. 200 Challenge patches were shipped out across Canada for registered participants.



PROJECT REVIEW

EDUCATION CAMPAIGNS

A series of nine educational campaigns were run during 2022, covering a wide range of topics from ocean conservation, plastics pollution, the pollinator crisis, Conference of the Parties (COP), everyday sustainability and more.

Our educational campaigns all start with eye catching graphics to pull in our readers, followed by sourced content about the topic and providing resources for continued learning. Following our educate, engage, grow model for creating tangible change.

In total our content reached over 50 000+ views, with more than 150 reshares of content on our 81 posts in 2022.



OUTCOMES

INCREASED EDUCATION AND ADVOCACY

In order for tangible climate action and real change to occur, identification and education on environmental issues must happen. We cannot fix a problem we are unaware of. Through education we are able to discuss and teach others about the crises facing our planet, from ocean pollution, plastic waste, to deforestation and lack of political action. Our monthly engagement projects, Create Change Collective act to facilitate environmental education, climate activism and environmental justice. Giving people the necessary background knowledge to kick start their own environmental journeys and helping them to take action in their communities.

TANGIBLE CLIMATE ACTION

Small actions, when combined can have a huge impact. Create Change Collective goes beyond education and provides opportunity for local climate action. In April we ran a remote park clean up and collected more than 500 pieces of trash, diverting it from entering waterways and local conservation areas. In addition to cleaning up the environment we also have focused on environmental restoration. Through our pollinating positivity campaign seed packets for native wildflowers were given out across Ottawa so that folks could plant seeds in their gardens to give pollinators food in early spring. This accompanied a month of education posts online which spoke to the importance of pollinators and what we can do to help them. Even these small actions have been able to have a positive impact on the environment.

COMMUNITY BUILDING

By ourselves we have limitations, but when we come together we can achieve so much. A critical part of the work we do is building community, providing people with a space for discussion, collaboration and connecting. Our in-person workshops have been a great place to help foster these relations and conversations. In-addition to the online speaking engagements we've been a part of, opening the floor for discussion and building in time for networking to assist in future collaborations.

PARTNERSHIPS AND FUNDING SOURCES

PARTNERSHIPS

Our projects have been made possible through collaborations with local and national organizations. We have been extremely fortunate to receive project funding from Ocean Wise, Rising Youth - Taking it Global, Canada Service Corps, Ottawa Riverkeeper and UNA-Canada. Without this financial support we would have not been able to provide resource kits and supplies to over 350 people across Canada.



OUR

IMPACT

12

community engagement and environmental education projects

1300⁺

likes via instagram

8

collabs with national and local groups

funds redistributed through project materials and giveaway kits

2500⁺\$

150⁺

reposts and reshares

9

education campaigns

projects with free kits and supplies, shipped out across Canada

3

50 000⁺

collective views on project content, posts and reshares

3

in-person community workshops

~5000

people directly engaged with climate action and environmental education

OUR AUDIENCE

We seek to make environmental education and environmental justice accessible to all folks, creating safe spaces for conversation and climate action regardless of socio-economic status, race, gender identity, sexual orientation and disability. By using an online platform to build community and connect folks we seek to minimize barriers to participation in our campaigns and projects. All projects including materials and kits are distributed for free to help facilitate participation.

Although our projects have been focused on Canadian action, our projects have been able to engage folks from all over the world. Our content has had broad reach across Canada, the United States, the United Kingdom, India, Kenya, among others. Canadians make up the majority of our followers, and accounts interacted with at 71% of our audience. Youth aged 18-35 are the largest group we interact with, and women make up most of our audience at 73% of the accounts we engage with.



MORE THAN 1300 HOURS VOLUNTEERED*



*time volunteered includes project planning, grant applications and reports, content creation, workshop time, prep time and post project implementation reviews

IN THE MEDIA

In 2022 we spoke at seven different events including the Ocean Wise National Youth Summit, the Carleton International Development Symposium, UN NGO CSW Conference on Women and Environmental Organizations, North American Association of Environmental Educators (NAAEE) Brightspot presentation and Osmose Symposium by 2022 St. Laurent Cohort of Ocean Bridge. At these events the focus of our talks was environmental education and the 40-page activity book 'Running Water'. We facilitated a workshop on Radical Collaboration as part of the Brown Bag Lunch with Impact Hub Ottawa in partnership with Youth Climate and Agenda 2030. We also had the honour of facilitating a project planning and development workshop with the 2022 St. Laurent Cohort of Ocean Bridge, in beautiful Mashteuiatsh, Quebec.

We launched the Create Change Podcast as a way to further discuss our projects and the planning that goes into them, the lessons learned and outcomes. To inspire others to take action for change in their community.

Create Change Collective was featured in Ottawa Magazine as part of their 'Ones to Watch' series on youth creating change in the community. We were also featured by the ehub uOttawa in their Earth Day blog about impactful environmental projects.

We were honoured to be a part of the 2022 Top 30 under 30 Environmental Educators from the NAAEE. This allowed us to spread our message of accessible, inclusive environmental education for change!



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CONTINUED GROWTH

For 2023 we have ambitious goals,

- to further our outreach and diversify the projects we implement
- to build more collaborative projects with new community partners, non-profits, environmental organizations and associations, and
- to design new engaging in-person and online youth programming

Our goals have been set with the mindset of equipping youth with the necessary tools to be able to make a difference in the communities they belong to. Following our educate, engage, for growth model.

We believe the the only way our goals will be accomplished is through radical collaboration and building new and diverse partnerships. To cultivate community resiliency and projects that achieve tangible climate action. In doing this work we will continue to center diversity, equity, inclusion, accessibility and belonging in our work. Creating safe spaces for discussion and sharing of lived experiences. We want to foster greater environmental education by exploring problems with an intersectional lens.



THANK YOU

@createchangecollective

Thank you to all of our mentors, collaborators, and all those who engaged and participated in our projects. You have made the first year of Create Change Collective so plentiful, and we are so grateful!

Without your support we would have not been able to launch new projects each month or have the impact that we did.

We are looking forward to expanding our reach and the scope of our projects in 2023!

