

# Project Review 2019 - 2021

Shape the Society of Tomorrow











# About the Thinkathon

Over the past 30 years, a new digital culture, interactivity, and instantaneous communication have fundamentally changed our world. We are now at a new crossroads: advances in augmented, virtual reality and artificial intelligence; the 'internet of things'; big data and user experiences that are tailored to the individual will all change how we live, work, play and participate in society - administratively, economically, socially and politically.

What are the potential benefits of these changes, what are the drawbacks? How can we ensure that such changes lead to the further development

of inclusive societies? While public awareness of some 'negative aspects' of a digital world (online bullying, 'fake news') has increased, there has as yet been very little public discourse on how these aspects can be 'fixed'.

'Our digital future, c'est ICI' offers young adults a new platform for debate that addresses our digital future in a holistic and positive way and focuses on identifying the principles, processes, and decisions that will lead to the most inclusive digital societies.

# **Executive Summary**

#### First year of the project:

Our story started in February 2019 with a kickoff meeting in Montreal between the three core partners of the project - Goethe-Institut Montreal, ThinkYoung and Carrefour Jeunesse Emploi NDG - in Montreal.

During the first year, the following key actions were defined and accomplished: finding a new project name, '24hrs Thinkathon, Our Digital Future – C'est ICI'; providing a platform for the development and ongoing support of a transatlantic engagement of youth and other stakeholders; adopting a continuous communication strategy; and creating an innovative concept design in order to help achieve the main outcomes.

#### About the Thinkathon concept:

For each Thinkathon event, a Canadian and a European city were matched. In each city, 50 participants were divided into three working groups with different purposes, all guided by a moderator. When participants signed up for the events through the platform, they decided in which of the three working groups, they wanted to participate:

- **'Voicing Policies'** working group, identified youth needs and translated them into political recommendations
- 'Share the Buzz' working group, developed a media strategy; how to communicate the recommendations and opinions of the re-

spective Thinkathon participants throughout social media by creating visuals and posts to be shared on Facebook, Instagram and Twitter until the following Thinkathon.

- 'Lights, camera, youth in action' working group, created engaging video footage of the Thinkathons by interviewing participants in both cities - capturing their ideas, opinions and needs – and filming their work in progress.

During the 24hrs, participants communicated with the other city through a conference call, inter-group calls and the application Slack. This was done to identify each other's needs and ideas and to learn about the other country's existing rules and policies. To further enrich the experience, several keynote speakers experts in digitalisation and/or inclusion performed short presentations and interacted with the participants.

At the end of each Thinkathon, several recommendations were identified. Only the two most relevant recommendations of each city were then presented to policymakers throughout and at the end of the project.

#### **Timeline of the Thinkathons:**

Starting in 2019, we went ahead with our first two onsite events, the 24h Thinkathons. These took place in Montreal - Brussels on October 4 th /5th on the topic of 'Citizenship 4.0' and in Edmonton - Milan on November 29 th /30 th concerning 'Social Relations'. For 2020, the



rest of the events and paired cities involved Vancouver – Madrid on March 13 th /14 th about 'Smart and Fast Expanding Cities'; Halifax – Tallinn on May 29 th /30 th on 'Security'; Ottawa - Athens on September 25 th /26 th concerning 'Education'; and Toronto – Frankfurt on October 16 th /17 th on 'Culture and Entertainment'

# Online Challenges: Adapting the Project to the Global Pandemic

However, the ongoing Coronavirus pandemic compelled us to postpone the Vancouver – Madrid Thinkathon scheduled to take place in March 2020, especially due to the severe situation in Europe and Spain. We also decided to postpone the rest of the onsite events later on as the crisis worsened. Instead, we successfully adapted the concept to the new situation, planned and realised the Vancouver/Madrid Online Thinkathon in the week of June 8th over 3 days. After evaluating this concept, we concluded it was better to adapt the remaining events to a completely online version.

In addition to the abovementioned adaptions, we conceived a six-month-long Online Challenge starting on January 2020, consisting of three steps, to accommodate the crisis and allow more flexibility for youth that did not have the chance to join earlier. During the first phase, young people from Canada and the EU were invited to register, then create or join a team of 2 - 4 members. The teams were free to choose between all six original Thinkathon topics or create their own topic. In the second step, the selected teams were asked

to create an advanced concept of their policy recommendations, outlining the potential impact, hindrance factors, and stakeholders as well as provide concrete cases with the support of mentors. During the "Online Finale" in June (a joint event with participants from the Vancouver- Madrid Online Thinkathon), participating teams were invited to pitch their policy recommendations to a jury, comprising of entrepreneurs and policy-makers, who then announced the winners.

Taking into consideration feedback from the first two online events, we launched the Online Challenge #2 as the final Thinkathon, in October 2020. The topics for the second Online Challenge included racism, health, gender equality, climate change and/or education. To accompany the 3-staged policy recommendation competition, we created a "Speaker Series" as well as "Guiding Webinars" to offer insights and stimulate participants during the first and second phase. Numerous experts from Canada and the EU provided inspiring opinions during four public sessions.

#### **Project Closing:**

To finalise the project and to achieve the greatest visibility for this transatlantic exchange, we hosted a public closing event as the final activity of the Thinkathons, on February 25th, 2021. Policymakers and participants from Europe and Canada met to discuss and reflect on the policy recommendations that had been created over the past 2 years and see potential synergies for our digital future.

# The Thinkathon in Figures

## **Montreal-Brussels**

onsite on October 4th/5th, 2019

## **Edmonton-Milan**

onsite on November 29th/30th, 2019

## Vancouver-Madrid

online on June 8th - 12th 2020

# Online Thinkathon Challenge

(Europe-Canada), January 13th - June 12th 2020

# Online Thinkathon Challenge #2

(Europe-Canada), October 1st 2020 -January 22nd 2021



1037

Thinkathon Participants

1729

Actively Participating Youth

**3500** 

Youth Reached

## 18

Winning
Recommendations
& 115 Overall
Recommendations
throughout 5 events





# Thinkathon Winning Recommendations

# About the Winning policy Recommendation Outcomes

During onsite and online events, groups of young Canadian and European adults (aged 18-30) met and debated, with the support of facilitators. The groups were tasked with developing ideas for the political direction of Canadian and European governments. Initially, the participants brainstormed on several problems related to the theme of each event and their effects on digital inclusion (for

example: citizenship, social relations, life in cities, racism, health in a post-pandemic time). Among the discussed topics, the most pressing issues were selected for further elaboration under the form of feasible policy solutions and actions. To tackle these challenges, participants drafted policy recommendations with specific sets of actions to be taken.









Disinformation

Government officials at the provincial level should allocate the necessary resources to funding programs that are aimed to improve and expand universal digital literacy. They must prioritize vulnerable and excluded citizens through targeted and tailor-made initiatives.





A public consultation should be conducted to investigate the possibility to adopt a Canadian equivalent to the European Union "Right to be Forgotten" legislation.









Voting Digital Comms

Our recommendation for policy makers would be to develop an easier, cheaper and trustable European e-voting system (by using new technologies such as the facial recognition and the block chain application). This will eventually be used at national level. This solution would integrate (and eventually replace) the existing, expensive and traditional "voting in person and in one day" system. Moreover, we would recommend extending the voting period (e.g. two weeks) to grant every citizen more time to vote. Finally, we would recommend enhancing and make the information flow between institutions and citizens more effective (and youth friendly). This can be done by using a more comprehensible language and the appropriate modern channels (e.g. social media).









We recommend to create for all liable tax payers (and therefore 27 national subsystems linked to the platform) a common, public, secure, transparent and easy info-sharing platform regarding taxes dues and, with private access, (to be) paid by all tax payers (corporations, NGOs, private persons, associations, etc.). In this respect the use of new technologies is crucial such as big data, facial recognition, secured payment systems, apps and block chain.







The Empathy Act calls on federal legislators to draft and implement policy that requires social media and

forum platforms to actively remind users to take into account intersectionality (such as with Gender-Based Analysis+ lenses). This requires them to reflect on whether the content that they are posting is offensive to marginalized groups and/or visible minorities.









**Digital Literacy** 

A streamlined curriculum (at federal and provincial levels) that features a slow integrated approach designed to promote responsible behaviour online and improve netiquette should be developed.







**Active Citizenship Democratic Engagement** 

Direct participation of citizens into decision-making within local communities (i.e. city level), surely represents a democratic opportunity to engage together people living in the area and approach local project development more effectively. In fact, citizens are aware of real-existing needs in the area they live. In this respect, we would recommend policy makers to make greater use of participative tools such as:

- 1. "Participatory budget", to involve citizens in the allocation process of the municipality budget to local projects, so that local investments can better target the community's needs.
- 2. Use of digital platforms to allow citizens to plan, vote and monitor the winning projects of the participatory budget. This tool would also allow constant interaction among people living in the area. The use of this digital tool would be complementary to offline connections.

Providing people the opportunity to exercise active citizenship, would also help to strengthen the inclusion process of immigrant communities living in the area. Needless to say, this would also increase trust in local institutions, while easing the ability to meet expectations at the governmental level. We would recommend considering Milan and Turin as best practices for the above measures as they have already been implemented in the past years with great success and tangible results.









Globalisation

In the last 20 years, availability of information in an increasingly globalized world has become more accessible to everyone. However, this has also brought many challenges. The viral spread of fake news has created unreliable sources of information, that have lead to misperceptions on reality. This is profoundly related to social relations, where we see the spread of hate based on the misleading viral expansion of untrustworthy information.

- 1.Therefore, we would like to recommend a stricter regulation and certification for news sources and their proliferation. This must be carried out by an independent body at the EU level and balanced by the implementation at the national level. This could lead to an improvement in the quality of the information that reaches citizens.
- 2. Also, incentives such as vouchers or full financial disclosures for accessing certified information would undoubtedly lead people away from the fake news and towards more reliable sources.









**Digital Literacy** 

Launch digital literacy after-school workshops in inner-city schools, once every week, in addition to providing basic broadband/internet access at home in order to practice and reciprocate through weekly assignments.









**Data Privacy** 

Open a new avenue of engagement by implementing quarterly roundtable stakeholder meetings at the provincial and municipal level between private tech companies, local communities, and government actors.









**Active Citizenship** 

Many cities are turning on smart and fast solutions to better deliver public services.

However, smart cities might inadvertently not encourage inclusion because of disparities in digital access along geographic and economic lines which generate gaps in digital knowledge and skills. In this respect, we would recommend policy makers to expand digital access and skills by:

- 1. Simplifying and easing the access for all citizen to public services.
- 2. Providing free and powerful Wi-Fi around the city.
- 3. Reducing the stigma for which citizens are afraid to share certain personal data that would foster security and better services.











To fully exploit digital technologies' potential, cities must understand better citizens' needs. Thus, we would recommend policy makers to ensure civic inclusion and participation by:

- 1. Creating integrated APPs to provide equal access to public services and amenities.
- 2. Creating a common database for all citizens to access administrative information.
- 3. Securing data protection to all citizens by securing ownership, creating expert committees, increasing cybersecurity and designing more European technologies.
- 4. Raising awareness around city's decisions through a combination of traditional and modern (social) media to reach all generations.







Education

The holistic reintegration of incarcerated individuals cannot take place if we do not provide them with opportunities to develop digital skills. These skills have become increasingly important in our digitized society. We recommend the Government of Canada support the establishment of a pilot-study which will explore the implementation of digital skills learning opportunities for incarcerated persons in federal correctional facilities.









Data Sharing

**Active Citizenship** 

**Data Privacy** 

Data-sharing policies are vital in order to improve communication between citizens and public services during emergency situations. The recommendation is based on the usage of Digital Identity and Data Sharing which enables citizens to have full ownership over the usage of personal data to ensure privacy. By authorizing on (pre-) set rules to share information efficiently with governmental organisations. Through these authorisations, data sharing becomes more transparent and beneficial for citizens, the government and public services.





Make public speaking education a priority by offering it as a separate course at every K-12 school. Invest in an online platform to educate educators on how to deliver these programs consistently to ensure accessibility to all individuals.









Teleworking

Gender equality

Smart working

Policy makers must develop and implement a strategy to urge workplaces to offer smart and remote working alternatives whenever possible. This must be done to ensure that women are not limited in their career whilst caring for a family and doing hours of unpaid domestic work in addition to care work every day.



Online, Canada and Europe



BIDOC SMEe



Inequalit

Wealth Disparity

We recommend the Canadian federal government allocate an interest-free loan program for BIPOC SMEs that will enhance equity by ensuring these businesses are recognized, supported, and sustained. Returning value to BIPOC communities is the only way to reverse the historic and pervasive disruption that has prevented SMEs from flourishing. It is also vital to afford BIPOC full autonomy in where and how funds are allocated as only those within these communities have lived experiences to know where investment would be most effective.





Telemedicine





alth Educati

Technology in the health-care system can offer the answer to the exclusion of individuals living in rural areas through telemedicine and formation. We recommend developing telemedicine to reduce the inequalities of medical access and to ensure a better educated population in regards to healthcare.



Sharing our Story: (Social) Media Coverage



From the very beginning of the project, we have been committed to finding creative ways and tools to communicate with our target audience, comprised of young people aged 18-30 in Canada and Europe as well as policymakers.

Our communication strategy concentrated on two major items: social media and the traditional/digital media (newsletters, blogs, newspapers, radio...) Additionally, we have relied on a solid network of partner organisations – especially in the recruitment phase - both in Europe and Canada, such as youth organisations, students and Erasmus networks. NGOs. and universities. These

organisations include Canada World Youth, Printemps Numérique, Eurodesk, the European Law Students' Association, Youth Time, Europe Direct, Young Diplomats of Canada, Conseil Jeunesse de Montréal... and counting!

The Goethe-Institut Montreal, ThinkYoung and Carrefour Jeunesse Emploi NDG have been active and vocal on many platforms: Facebook, Twitter, Instagram, LinkedIn, YouTube, TikTok, Reddit, websites, newsletters...

The Thinkathon series generated lots of positive interest from youth organisations as well as from media in communities where participants were based.

### Over the course of the project:

- Our Digital Future C'est ICI has been mentioned 1,187 times on social media, digital outlets, and traditional media.
- More than 400 organisations in Europe and Canada have collaborated with us and/or supported the project's promotion.
- A total of 42 countries (European area + Canada included) have been reached by our project team.
- We have been in touch with a total of 4,400 organisations and experts in Europe and Canada.
- The Thinkathon videos have been shared over 1,550 times and received more than 535,700 views

#### **Trending hashtags**

#ThinkDigitalFuture #OurDigitalFuture #Thinkathon #CloserThanEver







The Thinkathon challenge asks young Canadians to develop creative digital projects addressing racism, health, climate change, gender equality and education, some of which will end up in front of Canadian and European policy-makers.





You want to influence politics, feel excluded or want to raise your voice for inclusion in the digital era?

Connect with like-minded people from Europe and Canada to shape our future around #Health, #Racism, #ClimateChange', #Education, and #GenderEquality

Listen to guest speaker series, acquire new skills, expand your network, run the chance to win cash prizes and be a change-maker!

REGISTER NOW! 4 https://bit.ly/3cEbggF







#### PERFECT TIMING FOR A THINKATHON







Like most of the world at the time of writing [early May 2020], Eurodesk UK Ambassador Georgina is adjusting to life online for work and socialising. Having applied for an 'Online Thinkathon' a few months earlier, it turned out to be perfect timing for the project to happen.

A Thinkathon is an intense, one-day collaboration. Georgina found the team 'Overnight Policy Makers', with members from the UK, Poland and Canada, on the Thinkathon agorize platform.

"It's been a beneficial experience to be involved in such a challenge. We soon flocked to Jitsi-Virtual world and started chatting about the digital future. We set up weekly discussions on topics ranging from Citizenship, Social Relations, Smart Cities, to Security and Education, and even local events such as taking the bins out in the UK or receiving letters from the friendly Canadian postpeople!



- - The young founders of BIPOC Capital are pushing for Ottava to allocate funds to an interest free loss program for small- and medium-pixed businesses owned by Black. Indigenous and other people of colour (BIPOC), plus mentorship and other support to belp them thrive.

#### Influencers

Several influencers, young leaders and experts have joined us and championed our project through this journey. Their support on social media, as well as their engagement in some of our online events (Thinkathon Speaker Series, Online Thinkathons...) helped 'Our Digital Future, C'est ICI' in taking an extra step and reaching out to more people across the (virtual) world. Writer and influencer Maude Carmel (@bravo\_maude, 11.6 K



Kris Reichert · Abonné
Speak with Impact Coach, Virtual Presenter, CEO Cool
Date Night & Multimedia Host
6 j · ⑥

As part of the Thinkathon Online Challenge, I was a mentor for a session on public speaking.

Great to see young Europeans and Canadians working together virtually and gaining new skills!

#OurDigitalFuture #ThinkDigitalFuture #CloserthanEver #krisreichert #publicspeaking #coach #speakwithimpact ThinkYoung

Speak with Impact Coach & Virtual Presenter Kris Reichert

Voir la traduction



followers); tech influencer and entrepreneur Nathalia Rus (@yeahgirlscode, 21.5 K followers); Harry McCann, founder of the Digital Youth Council and public speaker (@TheHarryMcC on Twitter, 6.6 K followers) and Kris Reichert (@krisreichert, 21K followers), public speaking coach and former MTV host were among those who spoke to their respective networks about the project.

## Getting participants and policy makers on board

'Our digital future, C'est ICI' also benefited from great visibility by being promoted by the participants themselves. During the Montreal/Brussels, Edmonton/Milan and Vancouver/Madrid Thinkathons, participants from the group 'Share the Buzz' created their own campaigns that have been shared on social media. By sharing their policy recommendations and writing about their experiences, these young Europeans and Canadians continued the conversation beyond the Thinkathons.



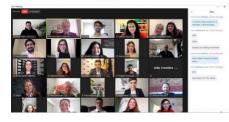
Furthermore, we had been able to count on the support by policymakers who joined the online discussion, such as Lia Quartapelle, Member of Italian Chamber of Deputies, Georgi Dimitrov, Head of Unit Digital Education (European Commission), Greg Fergus (Member of Parliament, Canadian House of Commons) and Manuel Höferlin (Member of Parliament, German Bundestag), and Chris Glover (Member of Provincial Parliament).





This morning youth from Milan, Brussels, Edmonton, Madrid, southwest France, Montreal and Vancouver presented their recommendations for an inclusive, more democratic digital future.

Thank you for inviting into this conversation. Stay connected. We need your voices to create the future you envision!



Greg Fergus @ @GregF... · 30/10/20 ··· Join me, my German counterpart MP @ManuelHoeferlin and the founder of Start Up Canada, @VLennox, at 12 pm this coming Monday November 2 as we discuss the potential benefits and drawbacks of our digitial future. @24H\_Thinkathon @ytlinitiative sogerman.ca/events/designi...



EUDigitalEducation 1-11/01/21
As we now enter 2021, let's #thinkdigitalfuture!

Join us LIVE tomorrow at 6PM CET with @G\_P\_Dimitroy, Head of #DigitalEducation at @EU\_Commission for an online #SpeakerSeries on inclusion in #DigitalEd, as part of @ThinkYoungNGO'S Online #Thinkathon Challenge





Our Digital Future - C... · 3/11/20

A big thank you to our participants, moderator @VLennox, facilitators @ArensRob @antoinerayroux and speakers @ManuelHoeferlin @GregFergus @cidcabillan, Enessa Habib & Marta Bernardi for a fruitful discussion during our webinar 'Designing an inclusive digital future'!



#### In the news

During the two years of the project, several Canadian and European media have covered the different Thinkathons as well as the development of the project itself by sharing some of the outcomes and interviewing participants. Our Digital Future – C'est ICI has received a lot of interest, and the project has been mentioned in 45 newspapers, radio stations and TV programmes. BBC Radio Essex, MSN Canada, The Global Observer, The Star, BX1 radio, CTV News Saskatoon, Radio Canada International were amongst the media that covered the story.



#influencepolitique



JUNGE ERWACHSENE ZUR GESTALTUNG EINER
GERECHTEREN DIGITALEN GESELLSCHAFT GESUCHT

NATIONA ORSEDVE Q

## BIPOC Capital wants interest-free loans for racialized business owners

By Morgan Sharp I News, Business, GEN Toronto I February 9th 2021





Junge Erwachsene zur Gestaltung einer gerechteren digitalen Gesellschaft gesucht

# The Concordian.













# Participants Quotes and Lessons Learned



"The Thinkathon is about having your voice heard and feel empowered as a consequence. By sharing experiences, thoughts, and ideas with like-minded young European and Canadian individuals, your perspective widens, and creativity skyrockets. It is a safe space to come up with bold new solutions to current problems and create a dialogue between the youth and the policymakers."

Andreina Gonzalés, 20, Madrid (Spain), 24H Thinkathon Vancouver/Madrid

"The Thinkathon is a unique opportunity for debate between young people worldwide and has given me the chance to report the outcome of my team reflection to the attention of Canadian and German MPs, it's not routine for a project to have such an impact!"

Marta Bernardi, 21, Turin (Italy), 24H Thinkathon Edmonton/Milan





"Thanks to Thinkathon, I understood the importance of timeframes. It is indeed a creativity booster!"

Tamila Ulan, 23, Barcelona (Spain), 24H Thinkathon Vancouver/Madrid "It was an amazing transatlantic experience that gave us the chance to meet and discuss with likeminded people that became friends."

Anass Hanafi, 26, Turin (Italy), 24H Thinkathon Edmonton/Milan





"The Thinkathon is 24 hours of pure creativity, team working, problem-solving, meeting with amazing European and Canadian students. I have never felt so excited about being a very active protagonist in writing recommendations for our future."

Ilaria Mezzacasa, 20, Milan (Italy), 24H Thinkathon Edmonton/Milan

"The Thinkathon means creativity, community, networking, building our future, decision making, engagement. Even after months, you will fondly remember those 24 hours of commitment!"

Oljana Karemani, 30, Milan (Italy), 24H Thinkathon Edmonton/Milan





"It's amazing the things you can learn in a healthy and positive environment. Thanks to the Thinkathon, I realize that much can be done with the right layout and collective thinking."

Ricardo Gomez, 27, Montreal (Canada), 24H Thinkathon Montreal/Brussels

"The Thinkathon has taught us a lot, but above all, it inspires us to start thinking and taking action, individually and collectively, on the impact of digital in our daily lives and in general and how we can co-create to shape a better world."

Franck Rwamo, 23, Canada, Thinkathon Online Challenge #1





"What I liked most from experiencing the challenge in person and online was the collaborative energy and environment to address challenges and problems of our digital reality. The task is now in the hands of decision-makers, organisers, and participating youth to bring these policies to light."

Enessa Habib, 30, Canada, 24H Thinkathon Edmonton/Milan and Thinkathon Online Challenge #1 "The Thinkathon was an amazing opportunity to network with brilliant, passionate young advocates. It was inspiring, thrilling & eye-opening. The 24-hour concept was certainly not easy, but it was very rewarding."

Jonathan Platt, 25, Montreal (Canada), 24H Thinkathon Montreal/Brussels



"The Thinkathon was an invaluable experience that allowed us to explore ideas we were passionate about in more depth and an opportunity to present it in front of Canadian and European officials. You can definitely expect hearing BIPOC Capital in the future as we have some awesome things planned."

Nabeeha Pirzada, Montreal (Canada), Thinkathon Online Challenge #2 and 24H Thinkathon Edmonton/Milan

" The Thinkathon Online Challenge is above all about sharing. Sharing knowledges and skills. Sharing ideas and cultures. Sharing emotional moments and pride. The Thinkathon Online Challenge takes up the challenge not only to listen carefully to young people but also to speak objectively of what a digital society may be. Let us assure you that we will never forget it!"

Agathe Barnabé and Malo Chavigny, Nantes (France), Thinkathon Online Challenge #2





# **Pictures**











































Katja Melzer

Neo collège - M..

















## Our Digital Future - C'est ICI" is organized by the Goethe-Institut Montreal, ThinkYoung and Carrefour Jeunesse Emploi NDG, and founded by the European Union









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