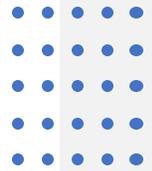


A blue ribbon graphic with a 3D effect, featuring a lighter blue top surface and a darker blue bottom surface, framing the text on the left side.

2022 Freedom Rights Movement
Stakeholder Engagement Strategy &
Communications Plan
v.5

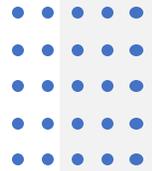


2022 Freedom Rights Movement Stakeholder Defined

- The 2022 Freedom Rights Movement is the umbrella term that includes anyone and everyone that disagreed with the government approach to and measures in managing the control of the spread of COVID-19 (the overreach, going too far, oppressive, suppressive)
- Our narrative: inclusive and spectrum approach

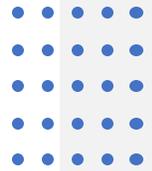
Governement Measures/Approach/Actions (examples)

- Lockdowns
- Mask mandates (masks exemptions)
- COVID-19 vaccination mandates (medical exemption's)
- Definition of 'fully vaccinated'
- Boosters campagin
- Isolation / quarantine
- Travel restrictions
- Employment conditions
- Loss of livelihood



Audience

- The audience is anyone on the spectrum of positioning vis a vis the government COVID-19 measures
- There is no left or right – only a spectrum that can include mixed positions (e.g. pro-COVID-19 vaccine, anti-mask, pro-COVID-19 vaccine for adults and only 2 doses, anti-booster and anti-COVID-19 for children)



Audience

- The biggest audience are those who believe that 'enough is enough'
- **The only 'them and us' is those who supported EA invocation versus those who did not.**

Lexicon – The Freedom Rights Movement

2022 Freedom Rights
Movement or Freedom
Rights Movement

Canadian Protestors

Families

Diverse (different ethnic,
religious backgrounds, ages,
professions, economic
classes, gender, gay pride
flag)

Indigenous Participation

Not Organized, instead it
was Coordinated like a
Logistical Operation in a
Humanitarian Aid/Relief
situation, or Volunteer
(Volunteer Lead)

Logistic Rooms

Variety of different Not For
Profit and NGOs present

Different Factions vying to
help

Peaceful protests

Humanitarian relief

Peaceful political dissidents

Lexicon – The Hurt / Grievances

Togetherness –
Broken/divided

Hope – Taken away

Future - Uncertainty

Canadian Civilians –
Punished by
government violence
and state sponsored
use of force

Victims – We are all
victims

Lexicon – The Hurt / Grievances

Cruel Treatment and
Punishment

Suffered Loss –
Irrevocable loss (health,
mental health, financial
loss, family and friends,
reputation)

Harm and damages
suffered

Threats, hate and
incitement of hatred
(anti-protestors, media,
PM)

Defamatory statements

Lexicon – Government Violence/Use of Force against innocent civilians

Police Blockades

State sponsored violence towards its people

RCMP appeared and act like paramilitary forces

Sawed off wooden dowels used to beat people with

Rifle pointed at women's heads

Beaten with a rifle

Media systemic racism (by not covering stories from ethnic, religious and other minority groups)

Lexicon – Government Violence/Use of Force against innocent civilians

Police horse trampled indigenous woman

Excessive and cruel use of force

Cruel punishment

Inhumane treatment

Handcuffed protestors and drove them 30 minutes away in minus 25 temperatures with no access to public transportation

Frozen bank accounts (cannot pay bills, bad credit score, cannot buy medicine for children)

Physical injuries

Post Traumatic Stress

Loss of livelihood, financial and economic violence

Dehumanized

Messaging Approach

Always refer to 2022 Freedom Rights Movement or Freedom Rights Movement as the overall, so when talking about the Truckers or Convoy be sure to include that they are groups or elements of the overall 2022 Freedom Rights Movement (could be a catalyst but was more the vehicle, an embodiment of hope for people that considered that the government had overreached in its approach to managing COVID-19).

Always refer to COVID-19 vaccines (not just vaccines)

Avoid using term 'pandemic' and instead focus on the words of the measures used by the government (always bring focus to government actions, that is approach and measures).

Messaging Approach

When discussing the Freedom Convoy or the Jan-Feb Ottawa Protests, include wording: grassroots, not organised, spontaneous, organic, a movement of ordinary people coming together in response to government's COVID-19 measures (not just mandates, but measures, actions, approach)

When mentioning 'truckers' include 'ordinary Canadians', families, working class, upper class, minority groups, people of colour, indigenous.

No national security problem

Messaging Approach

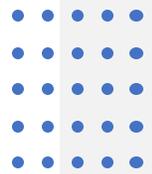
Be empathetic

No name calling

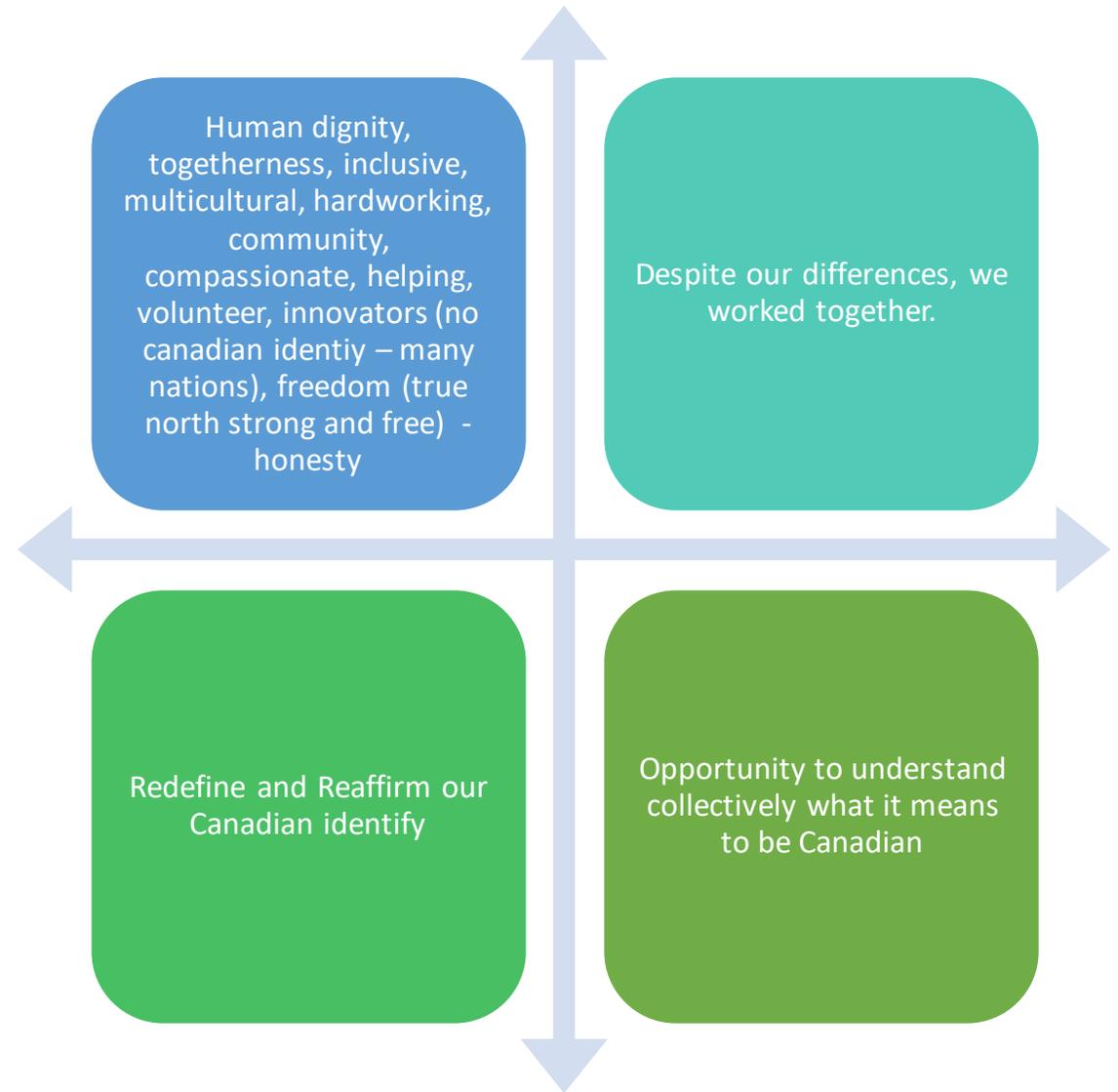
Consider the other side, avoid telling people that they are going to die because of the COVID-19 vaccines

Avoid the fear, spreading fear

Hang onto hope and appeal to hope and 'togetherness' - our Canadian values make up our Canadian identity (see next slide)



Canadian Identity = Canadian Values



Find common ground – a healing plan

We all want to be healthy

We all want to live a meaningful and fulfilling life

We all want to provide for and spend time with our families

We all want to be happy

We all lost something

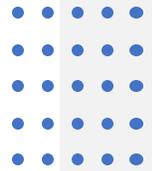
We are all hurting

What can we do work together again while respecting each other differences? What common ground do we have?

Stop the punishment

Stop the suffering

Stop the dehumanization of our neighbours



Rhetoric to being called a minority group

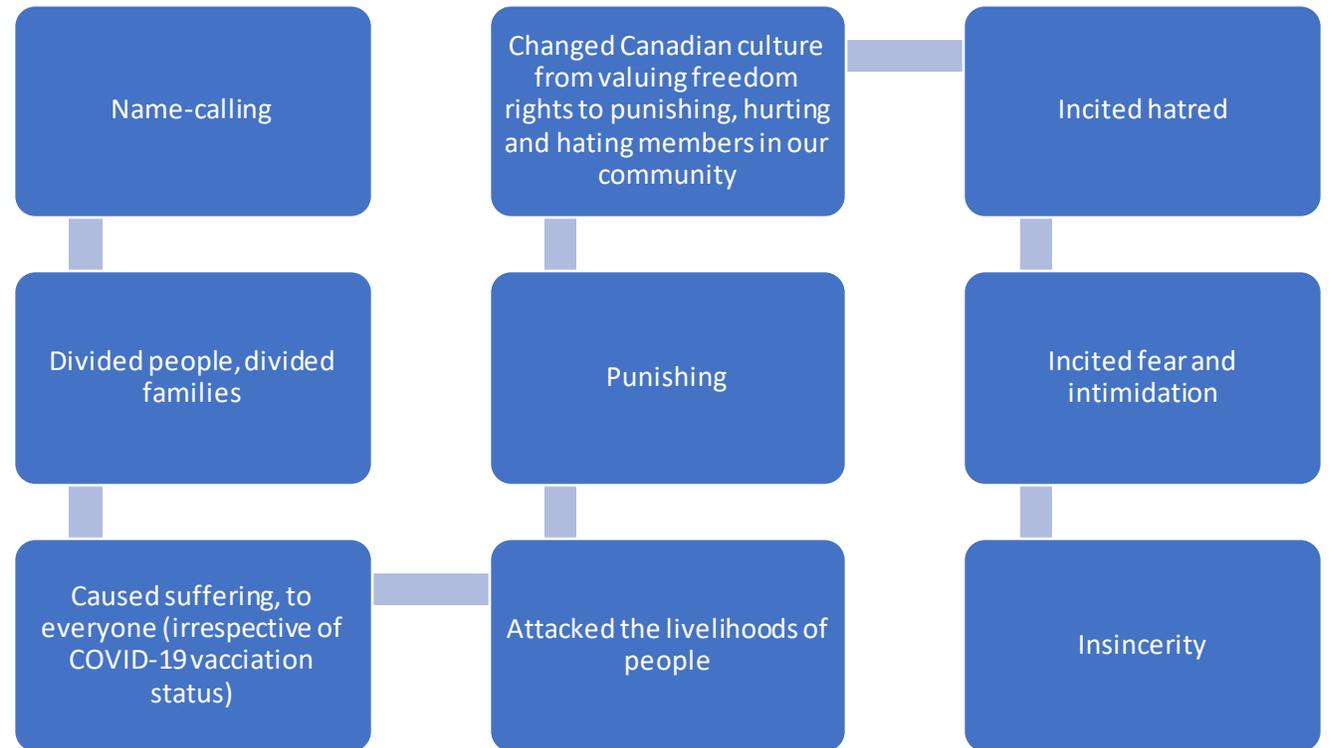
The 2022 Freedom Rights Movement includes minority groups, that is people of colour, ethnic minorities, religious minorities, indigenous, metis

History tells us that the majority never advanced humankind

Examples of selfless leadership, minority voice that suffered for the sake of advancing freedom rights: Gortius, Mandela, Malcolm X, Gandhi, Rosa Parks, Wangari, Lionel Johnson, Viola Damson, Arunchalam Muruganatham (Padman)

They all remind us of our humanity, the importance of human dignity, alleviate human suffering, live free from punishment and value togetherness

Hurt Caused by Government approach to managing COVID-19



A borrowed message from Lisa Bildy

“Stability is important right now. People who have been through hard times often experience moral clarity and growth in character. If that is you, use it to speak truthfully and boldly, but not cruelly . Help others find their humanity and build bridges where possible...

This is not the time to be accelerationist or seek revenge. It is however a time for accountability, and we should not ‘move on’ without acknowledging and learning from the mistakes that have been made. Tenacity and dogged determination are needed, but so is discernment.”

A borrowed message from Pierre Pollievre

“I don’t think the political class understands how much suffering there is in this country right now.... The political class has had a wonderful two years. They have had an unbelievable amount of power and a tremendous amount of comfort. All of their homes have gone up 50% in value and their stock portfolio up until recently has been inflated. So they are looking down at the working class as “what are you complaining about, you have never had it so good?” That is the exact opposite for the working folks. If you don’t own a home before 2019 likelihood you will never own a home. They are looking for an explanation and for hope.

People feel like they have lost control of their lives and there are devastating personal consequences to it. When they speak out or hold a protest, instead of the PM saying, “you know what, I know your suffering, I’m sorry we will work harder to make your life better.” What he says is your a nasty, fringe element. So people feel like they are under attack from a big bullying government that takes their money and tells them what to do.

It was absolutely unscientific and malicious. If anyone is going to spread a virus, it’s sure as hell not the guy whose sitting alone all day in a truck. It was never about medical science, it was about political science. It was about demonizing a small minority for political gain.”

Q & A on POEC – How it works and timelines

- The public inquiry will be a little like court, but a less formal.
- It will take place from October 13 to November 25 at the Library and Archives building in downtown Ottawa.
- The inquiry will be televised and reported on by various legacy media and alternative media outlets.
- We encourage everyone in Canada to watch to learn about the events that lead to the federal government invoking one of the most powerful tools they have to use. You can visit the POEC website: [Public Order Emergency Commission \(POEC\)](#)
- The outcome of the POEC will be a Report which is due on February 20, 2023.
- Justice Paul Rouleau has been selected as the Commissioner at the public inquiry. Justice Rouleau is a Court of Appeal judge in Ontario.

Q & A on POEC – What it is

- The Public Order Emergency Commission is a public inquiry governed by the Emergencies Act and set per section 63 of the Emergencies Act which states that

63 (1) The Governor in Council shall, within sixty days after the expiration or revocation of a declaration of emergency, cause an inquiry to be held into the circumstances that led to the declaration being issued and the measures taken for dealing with the emergency.

Marginal note: Report to Parliament

(2) A report of an inquiry held pursuant to this section shall be laid before each House of Parliament within three hundred and sixty days after the expiration or revocation of the declaration of emergency.

*****THIS IS THE REAL LEGISLATED MANDATE FROM THE EMERGENCIES ACT.*****

Q & A on POEC – The Mandate/Mission

- On April 25, 2022 the Governor in Council (the executive branch, government) set up the POEC by way of an Order in Council with a mandate that is different than what is stated in section 63 of the EA.
- The April 25, 2022 Order states that:
 - (i) direct the Commissioner to examine and report on the circumstances that led to the declaration of a public order emergency being issued by the federal government and the measures taken by the Governor in Council by means of the *Emergency Measures Regulations* and the *Emergency Economic Measures Order* for dealing with the public order emergency that was in effect from February 14 to 23, 2022.
 - (ii) direct the Commissioner to examine issues, to the extent relevant to the circumstances of the declaration and measures taken, with respect to
 - (A) the evaluation and goals of the convoy and blockades, their leadership, organization and participants,
 - (B) the impact of domestic and foreign funding, including crowdsourcing platforms,
 - (C) the impact, role and sources of misinformation and disinformation, including the use of social media,
 - (D) the impact of the blockades, including their economic impact, and (E) the efforts of police and other responders prior to and after the declaration, (iii) direct the Commissioner to set out findings and lessons learned, including on the use of the *Emergencies Act* and the appropriateness and effectiveness of the measures taken under the *Emergency Measures Regulations* and the *Emergency Economic Measures*, and to make recommendations, as pertains to the matters explained in the Public Inquiry, on the use or any necessary modernization of that Act, as well as on areas for further study or review, [...]"

*****NOTICE THIS IS QUITE DIFFERENT THEN WHAT IS REQUIRED UNDER SECTION 63 OF THE EMERGENCIES ACT*****
Commissioner Rouleau mentioned it in his Opening Remarks that they have 2 mandates (s 63 and Order)

Q& A on POEC – Our Narrative/The Question

- The purpose of the POEC is to uncover whether or not the government was justified in invoking the Emergencies Act.
- Whether there were reasonable and probable grounds to invoked the Emergencies Act
- Section 2 of the CSIS Act must be satisfied in order to invoke the Emergencies Act - there must be ‘threats to the security of Canada’ listed generally as: 1. espionage or sabotage, 2. foreign influenced activities detrimental to Canada, 3. threats or use of acts of serious violence for purposes of achieve political, religious or ideological objectives in Canada (IMVE), or 4. sedition/subversion
- Section 2 of CSIS Act states:
 - *threats to the security of Canada* means
 - (a) espionage or sabotage that is against Canada or is detrimental to the interests of Canada or activities directed toward or insupport of such espionage or sabotage,
 - (b) foreign influenced activities within or relating to Canada that are detrimental to the interests of Canada and are clandestine or deceptive or involve a threat to any person,
 - (c) activities within or relating to Canada directed toward or in support of the threat or use of acts of serious violence against persons or property for the purpose of achieving a political, religious or ideological objective within Canada or a foreign state, and
 - (d) activities directed toward undermining by covert unlawful acts, or directed toward or intended ultimately to lead to the destruction or overthrow by violence of, the constitutionally established system of government in Canada,
 - but does not include lawful advocacy, protest or dissent, unless carried on in conjunction with any of the activities referred to in paragraphs (a) to (d). (*menaces envers la sécurité du Canada*)

*****THE PROTEST DID NOT MEET ANY OF THOSE CRITERIA AND THERE WERE NO FACTORS TO SUGGEST OR POINT TO ANY OF THESE*****

Commissioner Rouleau's Opening Comments

- “Uncovering the truth is an important goal. When difficult events occur that impact the lives of Canadians, the public has a right to know what happened.”
- “A commission's recommendations may be modest or wide-ranging. They may be directed at a range of audiences, including government, public bodies and the private sector.”
- “It's also important to understand what commissions of inquiry do not do. They do not make findings of legal liability. They do not determine whether individuals have committed crimes. While inquiries seek to uncover the truth, they are not trials. Questions of civil and criminal liability are decided by courts and not commissions.”
- “While this is not an adversarial proceeding, I recognize that different points of view will be forcefully advanced.”
- “This is to be expected and will help ensure that a clear picture of the events is presented and the decisions made or not made by key actors are fully analyzed.”
- “While this is not an adversarial proceeding, I recognize that different points of view will be forcefully advanced. This is to be expected and will help ensure that a clear picture of the events is presented and the decisions made or not made by key actors are fully analyzed.”

Great to use his own words to describe the process, limitations, expectations, etc.

POEC - Your opportunity to tell the truth on harm/violence suffered as a result of the Emergencies Act having been invoked

- The POEC is also a forum for Participants and Canadians to tell the truth about what people suffered and endured after the Emergencies Act was invoked including: police actions towards the people, including beatings, police blockades, kettling, and state sponsored violence.
- It is a fact-finding process for six weeks, with a one week policy review.
- It is an opportunity to tell the story so that this never happens again.

POEC – Tell the story of diversity, inclusion and representation of all Canadians

- The POEC is also an opportunity to share with the world at large that the people present in Ottawa and around Canada who were silent supporters, active supporters, observers, and protestors.
- That the 2022 Freedom Rights Movement was diverse, inclusive and representative of all Canadians, including race, ethnic background, indigenous, different religious backgrounds, sexual orientation, gay pride, age, grandparents, young families, economic class, the working class, the poor and underrepresented, the elite and wealthy, gender, men, women, nonbinary, people with disabilities.
- All peoples participated from all backgrounds across the country, from every province and territory.

Some thoughts...

- Canada is a country that does not support capital punishment, torture, inhumane treatment, insults, injury, or simply being mean to others - so if that stands true then how can Canada support police beatings and kettling of Canadian civilians?
- There should be a zero tolerance always for state sponsored beatings of and violence towards civilians.
- Rule of law and separation of powers being tested, that is separation of executive (cabinet, governor in council, prime minister), legislative (parliament, house of commons, senate) and judiciary (our courts).
- Challenge with POEC, is that the executive is examining the actions of the executive
- Positive aspect of Judicial Review cases, the Judiciary examining the actions of the Executive (independence)
- Positive of the Parliamentary Review process (section 62 of EA) is that it is independent from Executive.
- Checks and Balances in a democracy

Their Narrative

- Illegal protest
- Insufficient municipal and provincial resources (police)
- EA invocation justified because:
- Violence (s.2c of CSIS act) – honking, idling, diesel, beating up a homeless person, microaggressions, trucks are weapons, breaking health regulations, economic loss (businesses, food industry)
- Sedition (s2d of CSIS act) – MOU to overthrow the government, white supremacist, confederate flags, nazi flag, desecration of national monument and terry fox monument

Our Narrative - Who we are and why the protest

- Peaceful protest, lawful protest (Charter Right)
- Human/Freedom Rights defendants
- Peaceful political dissidents
- Protest objective: end all mandates, why? Because government went too far, enough is enough (overreach) and lack of accountability and transparency of currently government for past five years
- Demanding good governance

Our Narrative - Government Violence towards peaceful protestors and Canadian civilians

- State sponsored siege of the protestors from February 6 to February 20

Siege defined: an operation in which a police or other force surround a place and cut off essential supplies, with the aim of compelling the surrender of the defenders. A police blockade with the intent of conquering by attrition, or a well-prepared assault.

Our Narrative - Government Siege of its people

What happened in Ottawa to the peaceful protestors, the freedom rights defenders Feb 6 – Feb 14

- food taken away (business shut)
- fuel taken away (heating supply)
- left to freeze to death (no fuel in vehicles to keep warm = death, cold injuries)
- Access blocked to toilets forcing people to urinate and defecate in the sewers
- Police threatened to kill protestors' dogs
- Government services threatening seize children from their parents and put them into orphanages
- Access/entry points blocked with police cars, and equipment.
- Trucks and vehicles were trapped inside the 'blue zone' (core, minus parliament) = siege zone (outside of red zone, and in between red and green zone, green zone being from golden triangle beyond and including Coventry) - **image to follow**

Our Narrative - Government violence towards it people – Feb 16 to Feb 20 and beyond

What happened in Ottawa to the peaceful protestors after EA invoked Feb 14 – Feb 20

- Bank accounts frozen (joint accounts to spouses, could not pay for medicine, mortgage, irrevocable financial loss, permanent credit score rating damaged, violence of human right – right to livelihood, charter right violation)
- Horse trampling
- Police and RCMP and special tactical forces beat and tortured men and women
- Rifles pointed at their heads
- Zipped tied behind their backs
- Beaten to the ground with their rifles and sawed-off wooden dowels
- Thrown into a van and driven 20 km away in the freezing cold without access to public transportation
- Property damaged

Some media examples of police brutality

- [Kenyan police under investigation for beating demonstrators | CNN](#)
- [Hundreds Injured in Thai Protests - The New York Times \(nytimes.com\)](#)
- [Hong Kong Protests: Complaints Against Police Soar To 1,300; Higher Than Total For Previous Three Years \(ibtimes.com\)](#)
- [Lahore tops with 177 incidents of police torture in six months | Lahore Nama \(wordpress.com\)](#)
- [With 300+ Human Rights Defenders Killed Last Year, Global Activists Hammer Out New Action Plan to End Widespread Repression \(commondreams.org\)](#)

Images – World



Images – Canada – available google search



FOLLOWING SLIDES SOCIAL MEDIA IMAGES – CANADA

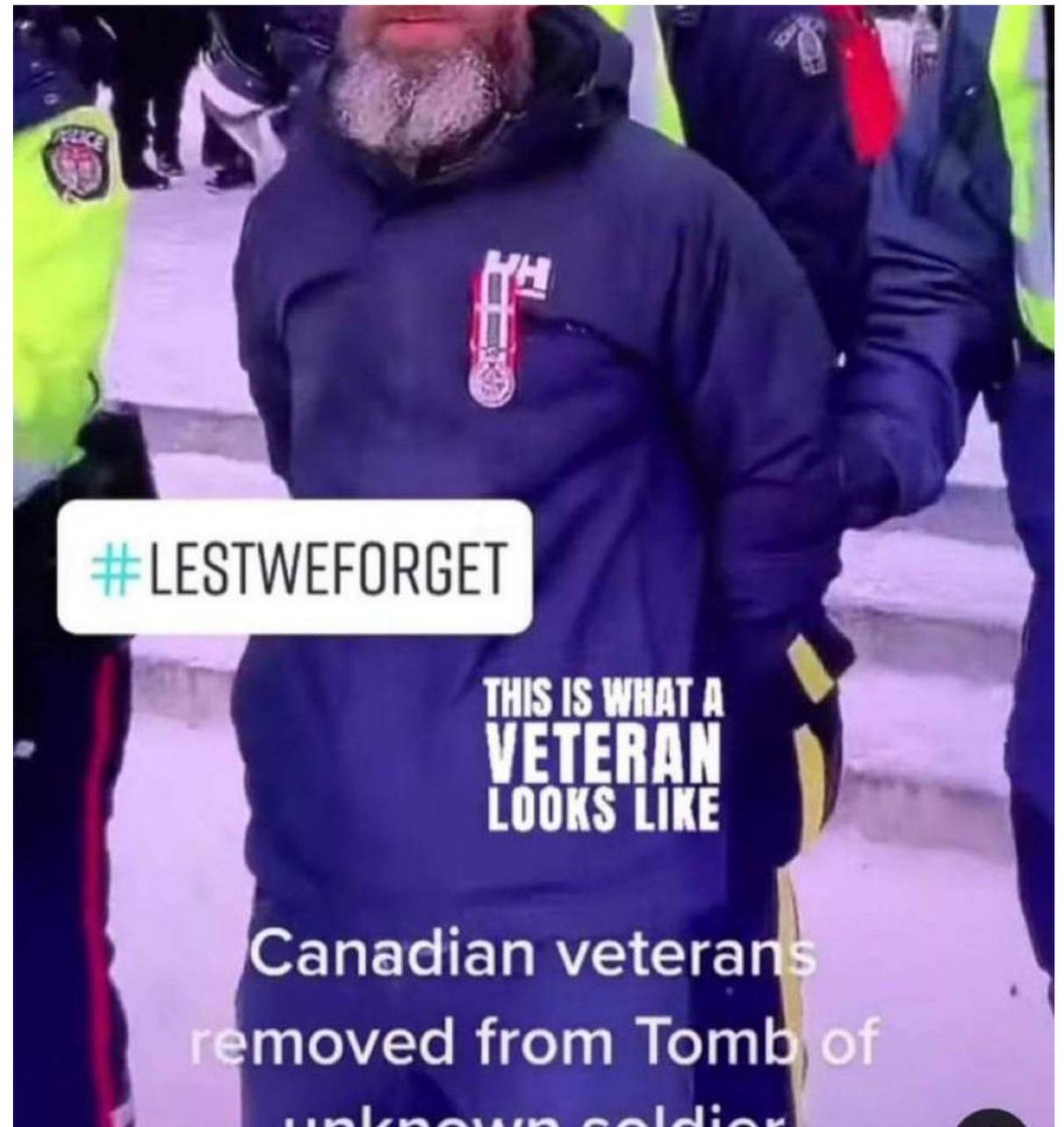
*warning – will give you goosebumps







@luc_cherubino





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SSR – Security Sector Reform

- [Policy and Research | DCAF – Geneva Centre for Security Sector Governance](#)
- [Global Protest Tracker - Carnegie Endowment for International Peace](#)