



GLOCAL
FOUNDATION OF CANADA

2020

ANNUAL REPORT



ABOUT US

GLOCAL is a non-partisan, not-for-profit organization that is committed to domestic engagement and global awareness. We focus on grassroots initiatives that encourage civic engagement and full participation in Canada's democratic institutions.

In 2020, we launched a beta version of Youcount.ca, an innovative digital platform for civic engagement and democratic participation. YouCount.ca is an online database of political representatives at the Federal, Provincial, and Municipal levels of government. Fighting against information overload, disinformation and low information rationality, our platform allows users to navigate the information of political representatives and the Canada's democratic institutions with ease and in more than 100 languages.



OUR TEAM

As of March 2021, our team consists of 81 staff and volunteers who have diverse academic and professional backgrounds, and who represent a wide variety of ethnic groups and languages. Together, our team speaks more than 20 languages!

বাংলা Swahili Français

Español Swedish

فارسی Türkçe język polski 日本語

English

客家话

Ardu

русский язык

普通话

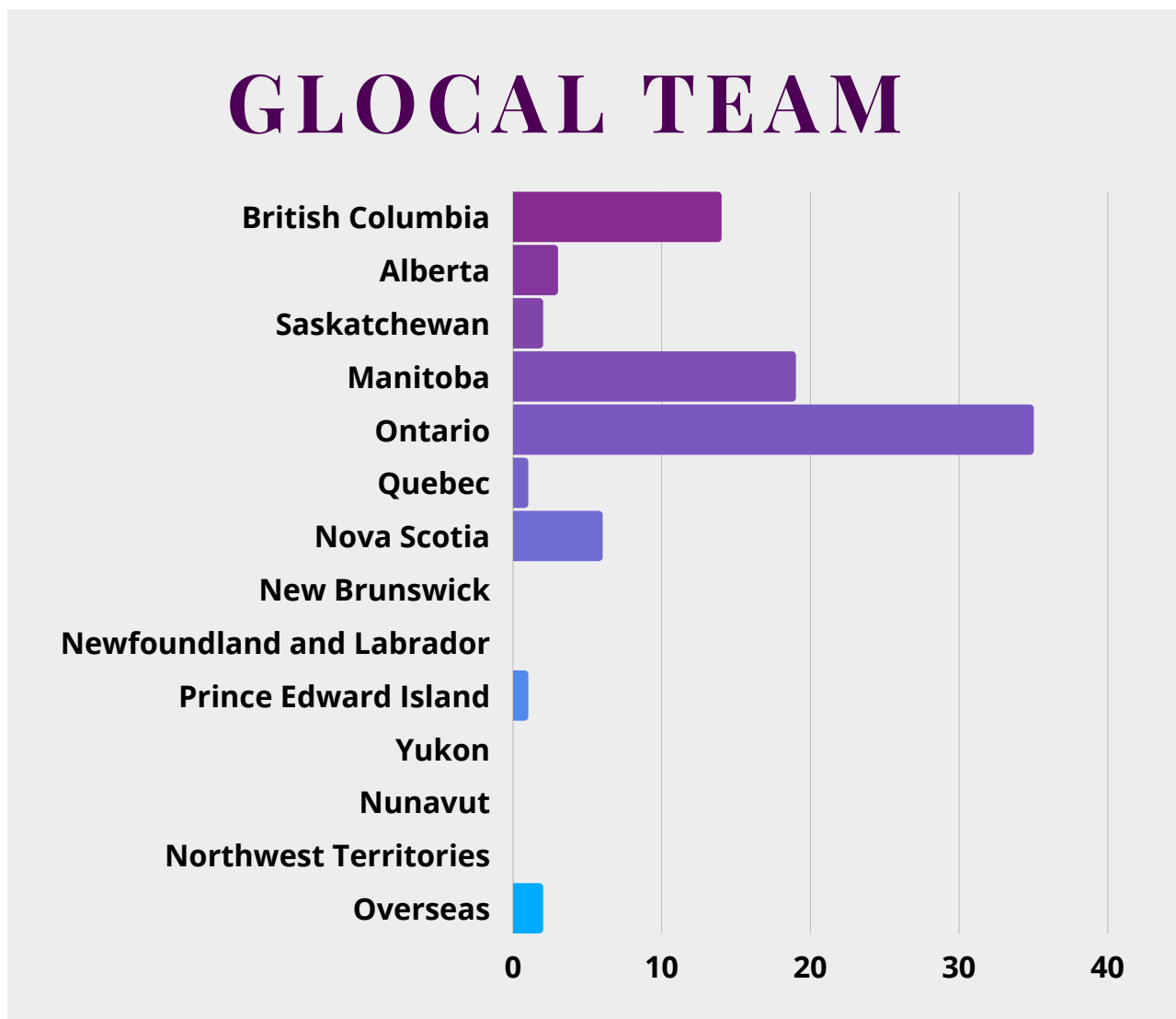
پੰਜਾਬੀ

हिन्दी

українська мова

Tagalog

Our members span the country, from British Columbia to Nova Scotia, under 6 time zones. We are looking to grow our team in all provinces and territories, and have reached out to universities, colleges, and community organizations across the country.



We are a virtual organization and strive to make the best use of online tools for organizational effectiveness.



PRODUCTS & SERVICES

After a year of planning and preparation, we had a soft launch of our online civic engagement platform,

YouCount.ca 

on July 1st, 2020 (Canada Day).

YouCount is a one-stop digital platform that helps Canadians learn about the country's political institutions

while providing them with the means to engage directly with their political representatives at the Federal, Provincial, and Municipal levels.

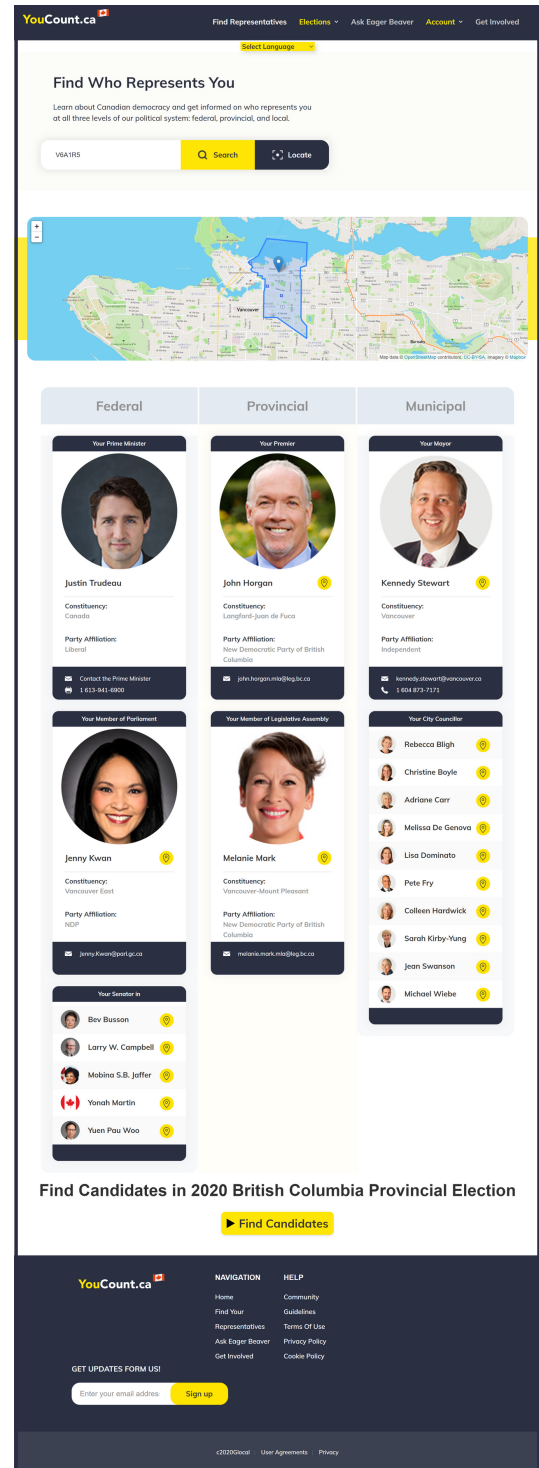


Key features of YouCount include:

Find my representative

By entering their postcode, users can find personal profiles, quick links, and riding maps of all political representatives at the three levels of governments. Since July 2020, our team has been updating information so that data on the YouCount.ca platform is comprehensive and current.

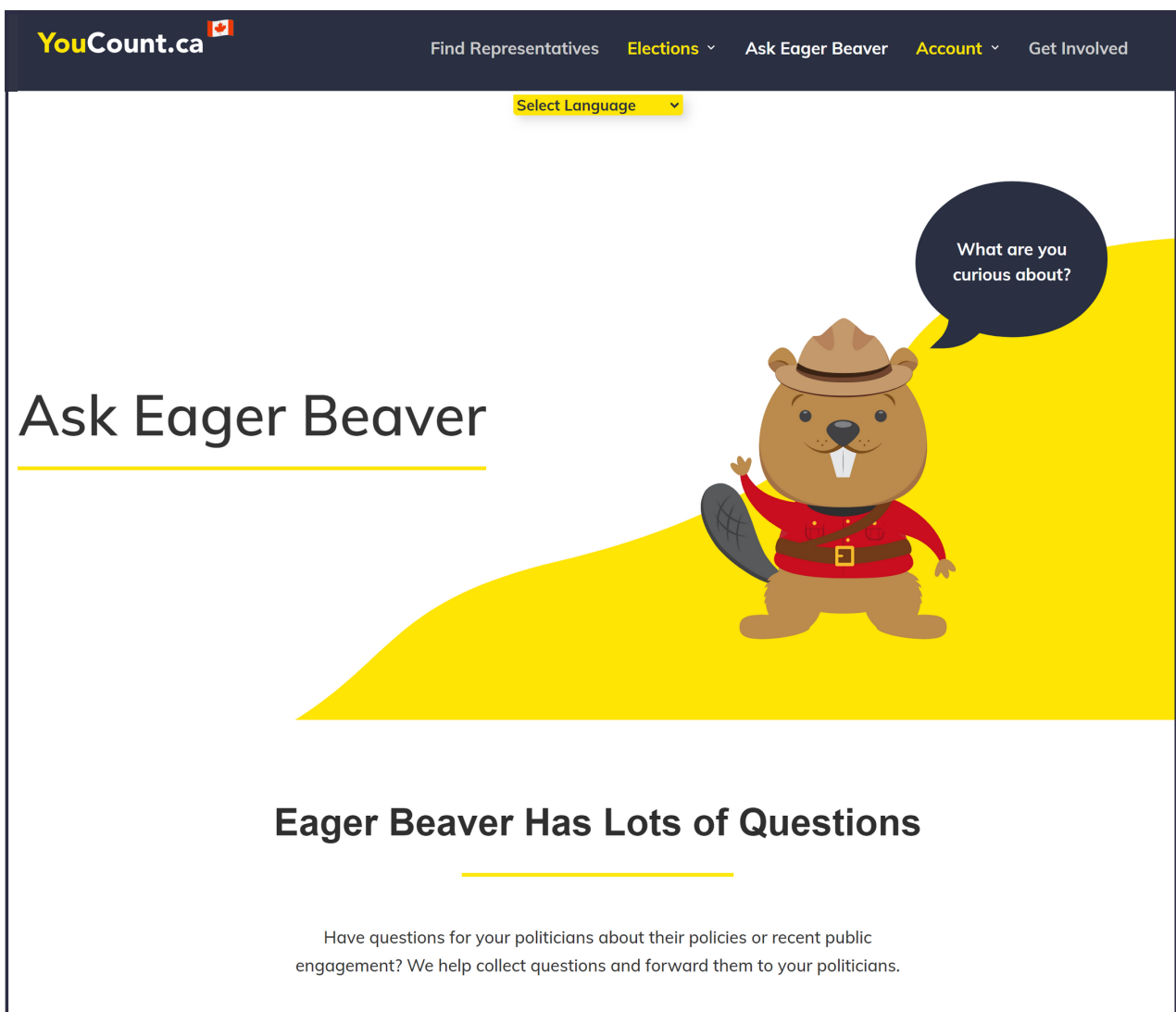
The goal in 2021 is to develop partnerships with political representatives and public institutions responsible for the country’s democratic institutions to directly update the relevant information on Youcount.ca.



Ask Beaver

Ask Beaver is an easy-to-use feature on YouCount which allows users to ask questions about Canadian politics and our political system more generally.

In 2021, we will seek to obtain answers to frequently asked questions about the political system from primary sources, fostering an interactive platform that allows the public to have direct engagement with politicians, public officials, and academics.



Election Modules

In October, our team supported the Provincial Elections in Saskatchewan and British Columbia, as well as Federal By-Elections in Ontario by launching a YouCount Election Module that allowed users to compare election candidates and interact directly with them.

Based on information collected from campaign websites, emails and direct responses, we set up a comparison tool that allowed users to compare up to three candidates based on their biography, policy priorities, messages to constituents, and reasons for running in the election.

We gained valuable lessons from this pilot project, which will help us prepare for a similar initiative at the next Federal Election.

The screenshot shows the 'Compare Candidates - Langley East' page on YouCount.ca. It features three columns for candidates: Ryan Warawa (Conservative), Alex Joehl (Libertarian), and Cheryl Wiens (BC Green Party). Each candidate's profile includes a photo, name, party affiliation, and social media links. Below each profile are sections for Biography, Policy Priorities, Message to Constituents, and Reasons to Run This Election. The Biography section for Ryan Warawa mentions his professional background in insurance and his family's history in the area. Alex Joehl's biography highlights his involvement in the Libertarian Party and his work in the food industry. Cheryl Wiens' biography describes her community leadership and environmental advocacy. The Policy Priorities section for each candidate lists specific issues like carbon tax, ICBC monopoly, and healthcare. The Message to Constituents section provides a personal statement from each candidate. The Reasons to Run This Election section explains their motivation for running. The footer includes a navigation menu, a newsletter sign-up form, and a 'GET UPDATES FORM US!' button.



EVENTS & PROGRAMS

Canadian Politics 101 Workshop

We are conducting workshops for new immigrants on Canadian institutions and their representatives in collaboration with settlement agencies and other civil society organizations.

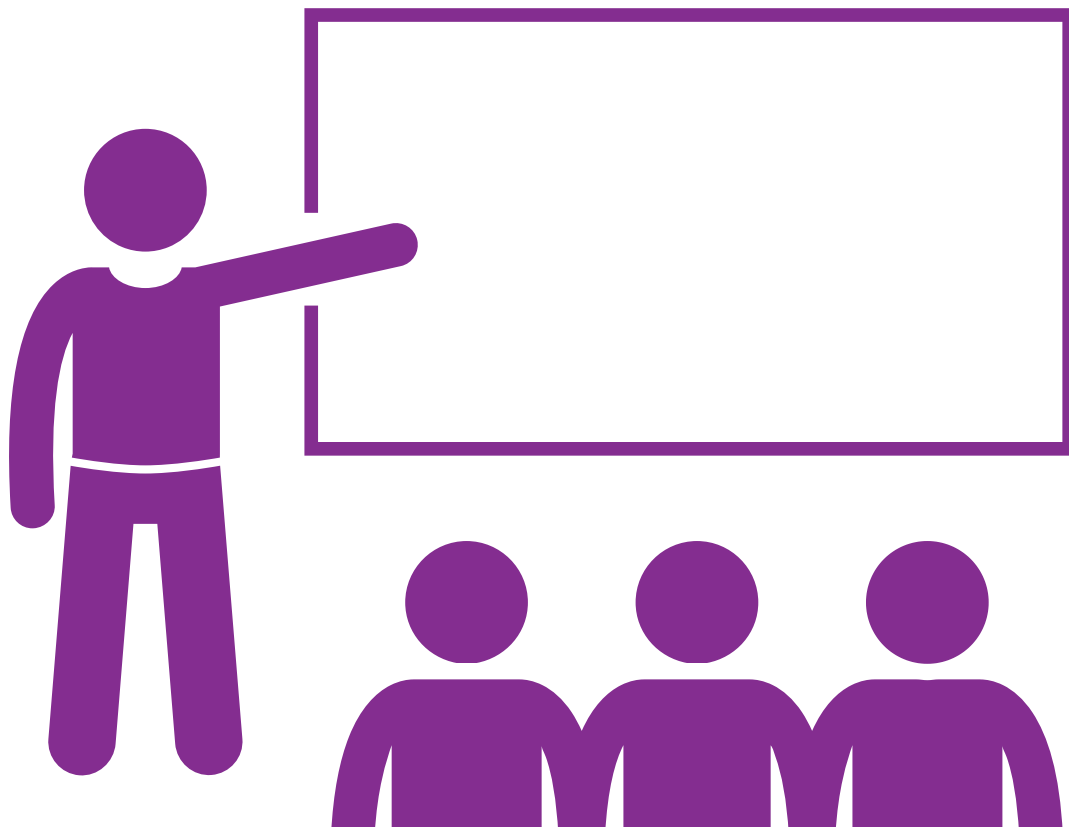
An example is a workshop for new immigrants in Saskatoon organized by the Saskatoon Open Door Society. The workshop was held over zoom and was attended by 10-15 immigrants who had recently moved to Saskatoon. The presentation was designed to help the attendees understand and navigate the Canadian political system.

GLOCAL Speaker Series

We put together a speaker series with professionals, academics, politicians and civil servants to support our team in their professional development.

Digital Products with Sunnie Huang

Sunnie Huang is a former newsletter editor for The Economist and a former journalist for CBC. She is currently working as Growth Strategist for Generation Pledge. The talk focused on how we can use different digital platforms to create impact.



Youth Civic Engagement Contests

In the belief that civic awareness has to start at an early age, we ran contests to foster youth engagement in our democratic processes, working with school boards and individual schools.

Infographic Design Contest in Saskatchewan

In collaboration with the Saskatchewan School Board Association and local high schools in Saskatchewan, we held a contest to encourage young people to create infographics on important issues that they felt needed to be addressed by their elected-representatives.



Micro-Grants Programs

During the BC Provincial Election 2020, we organized a Micro Grants Program to support student initiatives that raise civic awareness, encourage voter turnout, and fight disinformation.

The projects that received grants were as follows:

Student Vote 2020: Project organized by LadySmith Secondary, Nanaimo

“Our goal is to engage students in the democratic process by creating a student vote initiative. Students will engage in whole class lessons on information literacy, understanding political platforms and the voting process. Teachers will be collaborating to create whole-school lessons that will be delivered in the classroom, local candidates have accepted to discuss the democratic process through a virtual seminar, and students will lead a whole-school vote on election day.”

The Prudent Press: Project organized by Mulgrave School, West Vancouver

“The main goal/purpose of our initiative is to develop and produce bipartisan news for the children that attend our school and beyond on our website. There will be a plethora of coverage concerning the BC election, that is happening very soon and other elections and current events in the future.”

Together Tomorrow Project - BC Election 2020: Project organized by an SFU Student Group

“We are proposing a Discord channel, to live on our Together Tomorrow Discord server, where students can come together to discuss all things #BCElection2020. We want to be a place where students can come together to tell their stories of how the election has or will impact them, what they think of the election, and where they can access all sorts of election resources. We believe that hearing people tell their stories can be an immensely positive motivator to get people to vote.”



SOCIAL MEDIA CAMPAIGNS

We use social media platforms for YouCount outreach and knowledge mobilization.

Social Media Platforms:
Instagram, Twitter and Facebook

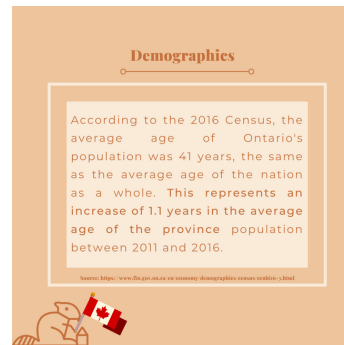
Our social media strategy includes frequency of the posts, types of posts, brand strategy, and social media canvassing.

The social media posts cover issues and topics relevant to all 13 provinces and the federal government.

We do not produce any new information but rather present existing information in a comprehensible and digestible format. Our sources are principally governmental agencies, including Statistics Canada, Parliament, and Legislative Assemblies.

Examples of posts include:

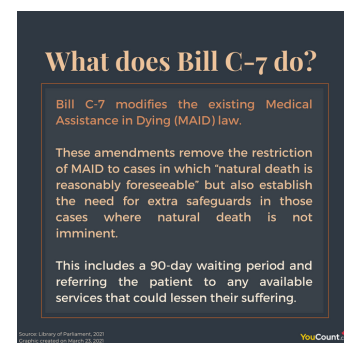
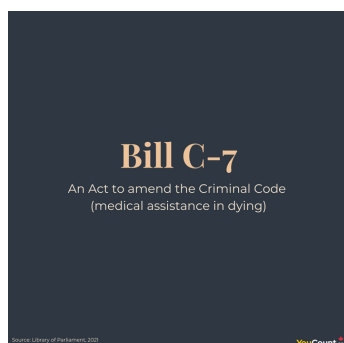
Did You Know? - Statistics and facts about the Canadian Democratic system.



Educational - How the system works and how to make use of the services available to Canadians.



Legislative Updates - Updates on new and upcoming legislation at the Federal and Provincial levels, as well as news on upcoming elections.





PARTNERSHIPS

GLOCAL seeks to build mutually-beneficial partnerships with government agencies, academic institutions, and other civil society organizations that share part or all of our mission.

We are a member of C-DEM, which is a network of over 50 researchers and partner organisations across Canada. The initiative seeks to foster the co-development of research and policy-relevant data and analyses on Canada's democracy.

C  **DEM** Consortium on Electoral Democracy
Consortium de la démocratie électorale



Contact Us

450 Southwest Marine Drive
Vancouver, BC V5X 0C3

info@glocalfoundation.ca

www.glocalfoundation.ca



We'd love to hear from you!



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