



## **Youth 4 Action Conference / Jane Goodall Event**

Wednesday, April 15, Ottawa, Ontario, Canada

Format: Two breakout sessions, one in morning and one in afternoon.

Session 1 Why Care About Polar Bears

Session 2 Project Polar Bear, Creating Forward Action Plans

### **Why Polar Bears?**

Over 67% of the world's polar bears live in Canada, where they serve as a magnificent symbol of the Canadian North—as well as the keystone species for the Arctic ecosystem. Polar bears are so closely linked with Canada's heritage that they even appear on two-dollar coins.

For the past couple of decades, Canada has provided worldwide leadership on initiatives concerning polar bears.

- ❖ **The Polar Bear Alert Program** keeps both people and bears safe in Churchill, Manitoba, the Polar Bear Capital of the World.
- ❖ **Polar Bear Research** in Western Hudson Bay and the Beaufort Sea has helped scientists understand how sea ice changes are affecting polar bears. Scientists know more about those two subpopulations of polar bears than they do about any of the other 16 subpopulations.
- ❖ **The Polar Bear Protection Act**, created in Manitoba, established standards for polar bears housed in zoos that are now used worldwide.
- ❖ **The use of clean, green hydroelectric power** in Canada exemplifies wise stewardship that can help save polar bear habitat.
- ❖ **Manitoba declared the polar bear a threatened species**, the first province to take this step.

Polar bears and the Arctic are so strongly linked with Canada that Canadian leadership is needed on Arctic issues to help the rest of the world care. It's up to us to inspire, inform, and empower the Canadian people to support their Arctic heritage and not allow the polar bear to become extinct.

### **Program Goals: To Inspire, Inform, and Empower**

#### **Session One:**

- ❖ **Inspires the Audience.** This segment will open with stunning HD video of polar bears in their natural setting. Robert Buchanan will present vivid images of the physical attributes of polar bears and share information on the remarkable creatures known as the Lord of the Arctic.
- ❖ **Informs the Audience.** The Arctic has changed rapidly over the last 25 years. This segment will communicate how a warming Arctic threatens polar bears and the entire ecosystem of the Far North.

### **Open Question and Answer Period**

## Session Two:

❖ **Empowers the Audience.** Participants will learn about Project Polar Bear and gain an understanding of what each of us can do as individuals to keep this iconic species from disappearing from Canada and the world.

❖ **Develops Forward Action Plans.** The audience will break into groups to develop action-oriented programs to fulfill within their communities that center around the following:

1) **POWER DOWN – Inspire medium- to large-scale reductions in the consumption of fossil fuels.**

Here medium to large scale means more than just the Project Polar Bear team engaging in this effort. Medium scale could be the size of your school, for example. Large scale could be your whole town!

2) **MAKE IT BETTER or DO IT BETTER - Bring about an innovative change to an existing policy, process, or product that results in a reduction of CO2 emissions or the reduced use of resources.**

This category is wide open ... from bringing about a community-wide “ride your bike to work or school day” or creating a school-district-wide process that results in trash-free cafeterias because all of the products are recycled or composted.

This is also the category for inventor-types to build the better CO2 trap. Tinker with something that emits CO2 and then reduce or capture the emissions. Make sure you calculate a way to measure the changes you bring about.

3) **BUY RECYCLED – This category is ideal for the shoppers among you!**

In this category, we want you to find ways to increase the use and purchase of recycled materials by manufacturers and consumers so we can close the loop. Do whatever it is teenagers do to make it cool to buy recycled stuff. Get your crafty friends together and start a group that makes usable, cool stuff from old stuff. Sell it all on E-bay! We can't wait to see what you come up with.

4) **INCREASE THE GREEN TO SUCK UP THE CO2 - By increasing our natural carbon grabbers (those nice green things called plants), communities around the world can help decrease CO2 levels.**

This category is for groups with a green thumb. Possible projects in this category include: Tree planting campaigns, community gardens, patio plant sales, contests to see how long teens can keep a pet plant alive, or campaigns to teach little kids to grow their own food and help them fall in love with gardens.

❖ **Present Forward Action Plans.** Share with larger group action-oriented programs to fulfill within their communities.