

Pathway to Inclusion: Our Plan 2020-2024



Institute
for Canadian
Citizenship

Institut pour
la citoyenneté
canadienne

Our Vision

Active citizens. Inclusive communities.

Our Mission

The Institute for Canadian Citizenship champions inclusion through active citizenship and advocacy. We are building a national and international coalition to create a world where people, policy, and places are inclusive by default.

Our Guiding Principles

Indigenous ways of learning
inspire our work.

We capture the power of
bringing people together
by **animating public spaces**.

We **connect Canadian ideas and actors**
to a global conversation on inclusion.

We choose our words deliberately
because **language matters**.

Arts and culture is at the heart
of our work.

Our Ideals

Questioning
We challenge all
assumptions fearlessly.

Honesty
We lead with transparency.

Creativity
We bring ingenuity to
everything we do.

Impact
We inspire action.

Optimism
We believe in a better tomorrow.

Our Strategic Objectives

#connect

To **connect** and empower
people by building
their capacity to take
action for inclusion.

#celebrate

To **celebrate** and
encourage active
citizenship.

#advocate

To **advocate** for policies,
practices, and attitudes
that unite people rather
than divide them.

#challenge

To **challenge** assumptions
and conventions, and
find new ways to solve
the complex problems
of a divided world.

#educate

To **educate** and inform on arts
and culture, and issues related to
reconciliation, active citizenship,
inclusion, and belonging.

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Our Program Objectives

Building Citizenship



Enhanced Citizenship Ceremonies

Continue to partner with the Government of Canada to deliver meaningful and joyful experiences to new citizens, guests and all participants in every province, and territory.

#connect #celebrate #educate



Pre-citizenship Digital Engagement Platform

Introduce a digital platform to encourage active citizenship and foster belonging for those who are not yet Canadian citizens.

#connect #challenge #celebrate #educate



Canoo 2.0

Launch the next version of the Canoo app, including social networking features, Indigenous content, and insights for the arts and culture sector.

#connect #challenge #celebrate #educate



Citizenship Circles

Build inclusive communities by delivering volunteer-led events based on our Enhanced Citizenship Ceremonies that bring small, remote, and rural communities together with new Canadians and Indigenous Peoples.

#connect #challenge #celebrate #educate

6 Degrees



The Global Forum for Inclusion

Convene emerging and established leaders to explore and interrogate questions of citizenship and inclusion through a powerful global forum that creates connections, conversations, and action. Strengthen the 6 Degrees network through global hubs to promote inclusion.

#connect #challenge #celebrate #educate



Thought Leadership

Research, analyze, and present our lens on global best practices for inclusion and citizenship, placing us and our network at the forefront of global thought.

#connect #celebrate #advocate #challenge #educate



Advocacy

Turn bystanders into actors with timely national and international campaigns that motivate positive change in policy, attitudes, and behaviour inspired by ideas from the 6 Degrees forum and network.

#advocate #challenge #educate



Knowledge Transfer

Use 6 Degrees forum, thought leadership and the network to create compelling content and tools to reach and influence a wide, global audience for inclusion.

#connect #advocate #challenge #educate

Our Business Objectives



Communications

Evolve current branding for optimal recognition, clarity, and impact.

Emphasize storytelling through robust digital assets.



Fundraising and Development

Continue strengthening our long-term sustainability by further diversifying revenue streams.

Achieve healthy balance of government and philanthropic funding.



Operations

Operate the organization in an efficient manner, demonstrating a focus on impact and respect for funders.

Allocate the necessary resources for effective engagement of all constituencies.

Develop talent to elevate our organization and become the civil society leaders of the future.