



United Nations
Educational, Scientific and
Cultural Organization



CANADIAN
COMMISSION
FOR UNESCO



Conseil des Arts
du Canada

Canada Council
for the Arts



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Photo from the [UNESCO Chair in First Peoples' Cultural Transmission through Increased Well-Being and Empowerment](#) video

CCUNESCO is committed, along with many partners, to promoting and supporting the spirit of the International Year of Indigenous Languages. This Report on Activities is dedicated to the efforts of those who work hard to advance rights, and revitalize and maintain Indigenous languages and cultures.

The following quotes are from the Symposium on Indigenous languages organized by the Commission in June 2018 to reflect on ways to contribute to ongoing efforts and mobilize all members and networks across the country.

“We must speak who we are, we must live who we are. It doesn’t matter what race we are from. It doesn’t matter what colour, and it doesn’t matter what creed or title we hold. What’s important is that each of us, each people, have been given a role and responsibility, have been given the gift of life. They’ve been given their languages. All peoples.”

— Claudette Commanda, Executive Director, First Nations Confederacy of Cultural Education Centres

“We need to heal, and part of that includes reclaiming our languages. You are part of that effort. I think it begins by acknowledging what has been lost, and what else will be lost if we don’t take steps to see we are all accountable, and how we can work together moving forward.”

— Kahente Horn-Miller, Assistant Professor, School of Indigenous and Canadian Studies & Co-Director, Centre for Indigenous Research, Culture, Language and Education, Carleton University

“We’re at a critical juncture in time. All Canadians have a role to play in making a positive, tangible step towards reconciliation, and I invite you to join this incredible journey and support the revitalization of Indigenous languages and cultures across Canada. There’s a wonderful part for each and every one of you to play.”

— Tracey Herbert, Chief Executive Officer, First Peoples’ Cultural Council



AGM 2018 — Symposium on Indigenous languages. Photo: Jean Chartrand



Kraków, Poland
— XII UNESCO Creative Cities
Network Annual Meeting (2018)



Simon Brault, O.C., O.Q.
— Director and CEO
Canada Council for the
Arts

The Canadian Commission for UNESCO (CCUNESCO) has had a remarkable 2018-2019 in terms of the diversity, the quality and the national and international scope of its work.

It has made substantial strides in promoting women in science, in amplifying the voices of youth at major discussions on the future of our world, and in celebrating the progress made by Indigenous peoples in the protection and reclamation of their languages, cultures and rights.

CCUNESCO has also continued to cultivate collaborations and networking opportunities throughout civil society, notably with important partners like Wapikoni or the *Association francophone pour le savoir* (Acfas).

I want to salute the Secretariat's dedicated and competent team, the committed members of the Commission's Executive Committee and the invaluable volunteers who contribute their expertise and influence. I also wish to congratulate President Liette Vasseur and Secretary-General Sébastien Goupil for their inspiring leadership at the heart of the immense civic project that is CCUNESCO in Canada, and for their tireless support for the Permanent Delegation of Canada to UNESCO in Paris.

The Canada Council for the Arts is proud to assume its oversight responsibilities for the Canadian Commission for UNESCO by aiming for the highest standards of integrity and excellence.

Optimizing the synergy between our two organizations aligns with CCUNESCO's goals and enhances the Council's own accomplishments with respect to fostering artistic creation and its dissemination both in Canada and abroad.

This year, as I begin my second term as Director and CEO of the Canada Council for the Arts and my first term as Chair of the International Federation of Arts Councils and Cultural Agencies (IFACCA), it is clear to me how important and timely it is that our resources and networks come together to further our shared goals for peace, truth and reconciliation, equity and sustainable development.

This way of working together is both principled and practical, and I am honoured to pay tribute to all who passionately participate in the Commission's initiatives.



Liette Vasseur
— President
Canadian Commission
for UNESCO

The 2018-2019 year – my first as President of the Canadian Commission for UNESCO – has been an inspiring one, full of rich encounters during which I have deeply appreciated the strong reputation that the Commission enjoys both within Canada and internationally.

Our Commission owes its reputation to the diversity, quality and relevance of its work to promote UNESCO's values and priorities. For proof, one need look no further than this report.

We also owe this reputation to the commitment and professionalism of the Secretariat team, as well as to the contribution of our Executive Committee, our members and our partners. This past year, many people have generously given of their time to support our work, and I thank them all.

I am particularly pleased that we have continued to prioritize three cross-cutting priorities: reconciliation with Canada's Indigenous peoples, youth engagement and gender equality. These priorities will continue to be central to our work during my term as President.

A noteworthy achievement in recent months has been our efforts to highlight the importance of preparing Canadian youth to meet the challenges of the coming decades, which means strengthening education in science, technology, engineering and mathematics (STEM). In addition, I have personally spoken out on one aspect of this challenge that is particularly important to me: the

under-representation of women in STEM and how to turn this situation around.

Another noteworthy achievement was the launch of the International Year for Indigenous Languages in January 2019, which was an occasion to celebrate the extraordinary value of these languages and support efforts to protect and revitalize them. We have also been considering how to encourage dialogue between Indigenous and Western knowledge, which remains essential to finding sustainable solutions to the issues of climate change and the rapid loss of biological and cultural diversity.

I would like to conclude by reiterating our moral obligation towards future generations. With our members and partners, especially the inspiring youth who support us and who are totally committed to action, I hope to bring forward courageous and bold solutions for meeting the pressing challenges of our time.

It will continue to be a personal honour and privilege for me to pursue the work of the Commission alongside the Secretary-General and his team.



Sébastien Goupil
— Secretary-General
Canadian Commission for
UNESCO

For those of us who work in the Secretariat, it feels like we have contributed to another exceptional year in which we have consolidated our achievements, particularly on the partnership front. It has also been an outstanding year because we have laid the groundwork for new directions, especially in relation to the International Decade of Persons of African Descent.

Throughout the 2018-2019 year, we have redoubled our efforts to develop and strengthen capacity in our networks by launching or coming alongside many concrete initiatives. Efforts to help our networks to make their mark and extend their reach have included our new strategy for the Network of UNESCO Associated Schools in Canada, the production of documents and videos to support truth and reconciliation initiatives in biosphere reserves and the new visual identity for the Coalition of Inclusive Municipalities.

We have also worked tirelessly to strengthen the Commission's intellectual contribution by supporting the development of numerous reflection papers and other publications. UNESCO itself has been involved in five of these publications, which demonstrates the quality of the work we undertake with the invaluable support of our members and partners.

Throughout the year the Commission has continued to expand its visibility through the effective use of social media

and the development of partnerships while requests for our moral support come to us from all parts of the country, from both governments and civil society.

This Report on Activities clearly demonstrates the dynamism of our Commission. Above all, it reflects our extraordinary ability to inspire and exert an impact. So, my warmest thanks to everyone who has joined forces with us to make a difference!



In 1945, representatives of 37 countries, including Canada, signed the Constitution of the Organization of the United Nations Educational, Scientific, Cultural Organization: UNESCO. Photo: UNESCO



UNESCO

The United Nations Educational, Scientific and Cultural Organization (UNESCO) was created in 1945 in the wake of the Second World War, with Canada one of its 20 founding members. UNESCO champions equity, peace and sustainable development. The values of dialogue, knowledge-sharing and international cooperation in the fields of education, culture, communication, information and science are central to its mission.

In 2015, the United Nations adopted the 2030 Agenda for Sustainable Development. The Agenda's 17 Sustainable Development Goals (SDGs) to be achieved by 2030 inform the work of UNESCO and the other UN agencies. They are designed to support the development of fairer and more inclusive communities as well as sustainability in education, ecosystems, cities, consumption and economies.

The large extended family of UNESCO national commissions

To implement its ambitious mandate, UNESCO is supported by a global network of 201 national commissions for UNESCO in its member and associate-member countries. These national commissions, created by their respective countries, act as agencies of consultation, liaison and information. They also mobilize and coordinate partnerships with civil society, thus making substantial contributions towards achieving UNESCO's objectives.

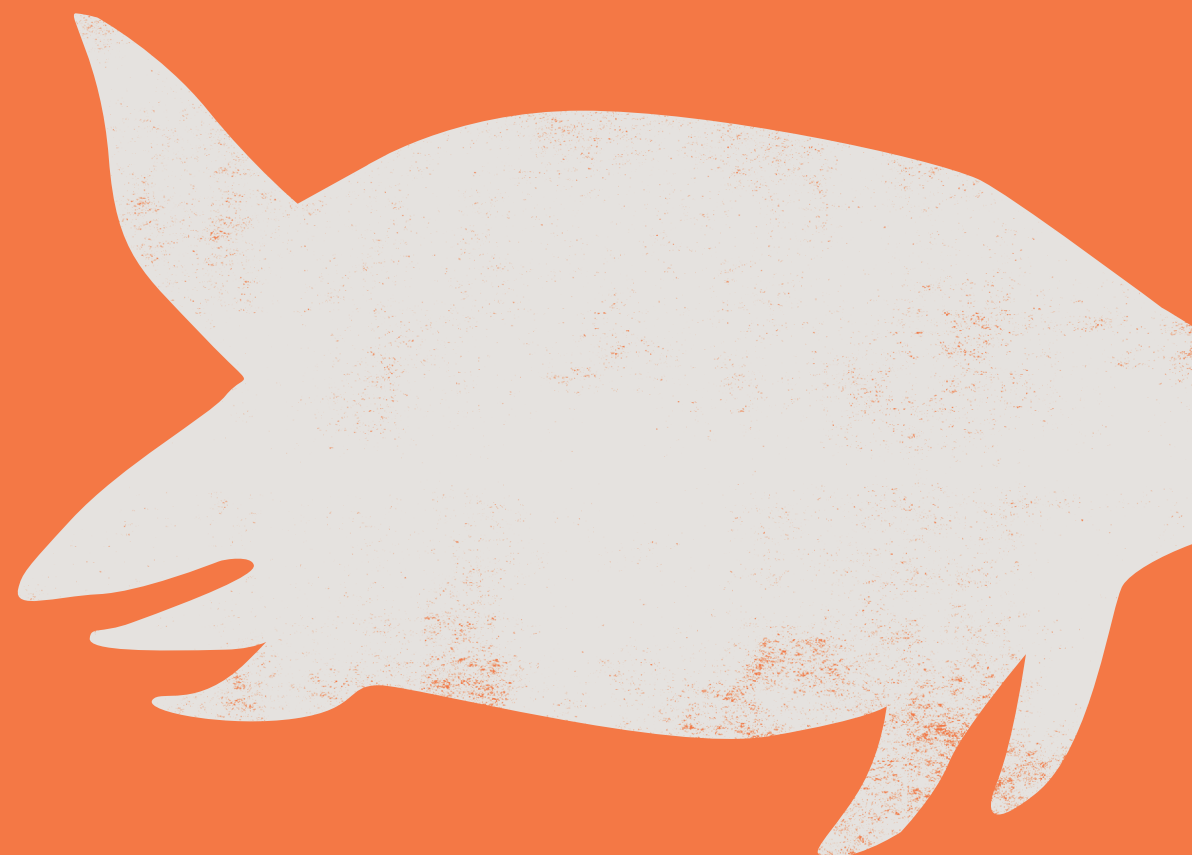
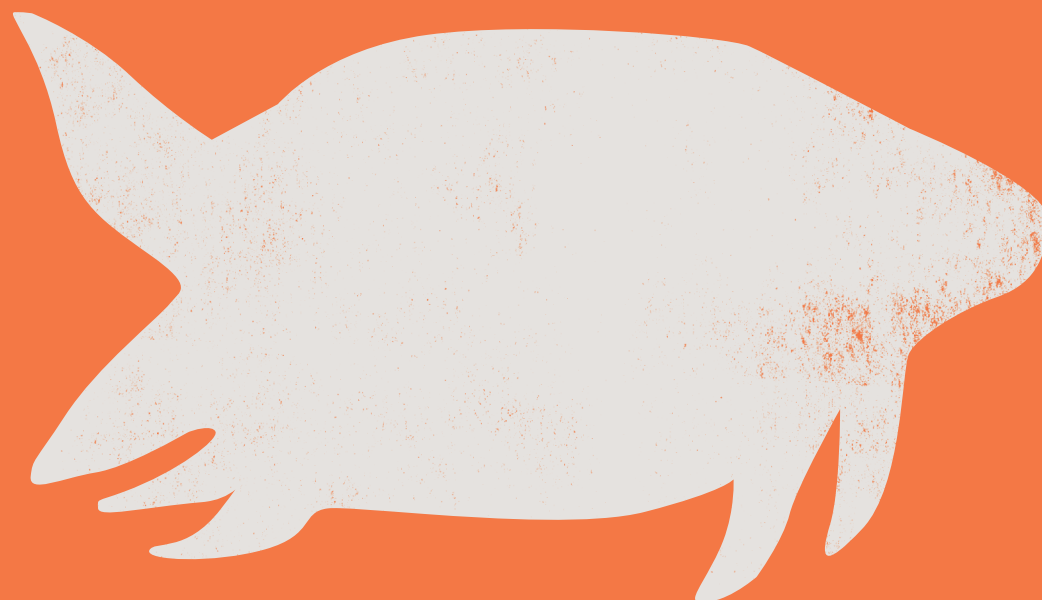


CCUNESCO

The Canadian Commission for UNESCO, created in 1957, carries out the work of UNESCO in Canada. Our members and partners come from all sectors across the country and include universities, NGOs, institutions, government departments and other organizations, as well as individuals. Together, with the support of a dynamic and independent Secretariat and the Commission's Executive Committee, our members and partners consult, research and collaborate in UNESCO's mandated areas, ensuring that UNESCO's priorities and programs thrive in Canada and that Canadian perspectives are brought to bear on the international scene. We act collectively to build an equitable, sustainable and peaceful global society. CCUNESCO operates under the responsibility of the Canada Council for the Arts.

01

A Commission Without Borders



To advance UNESCO priorities, CCUNESCO does not restrict its activities to the national scene. It also assists representatives of Canadian civil society in offering solutions to global challenges and sharing their ideas beyond Canada's borders.



■ **Strengthening connections with other national commissions**

CCUNESCO makes its influence felt within the global network of national commissions for UNESCO, where it is being increasingly recognized for its leadership role.

In 2018-19, we established collaborative relationships with our counterpart commissions in the Netherlands, Portugal, Spain, Kenya, Ghana, Germany, Estonia, Croatia, Slovenia and South Korea. In the latter two countries, we participated in regional meetings to share approaches and strengthen collaborations in order to be more relevant and effective in advancing UNESCO's mandate. For example, at the meeting of the Asia-Pacific region's network of UNESCO national commissions, CCUNESCO's Secretary-General presented how our Commission showcases the contributions of its members, networks and partners. He also shared concrete ideas on how to bolster solidarity and collaboration among national commissions. The President also played an active role in strengthening links with other regions, notably through an inter-regional workshop on sustainable development, where there was exchange and collaboration between UNESCO and the José Martí Chairs, in Cuba.

These collaboration efforts made possible the drafting and international dissemination of *An Introduction to UNESCO's Updated Recommendation on Science and Scientific Researchers*, prepared in collaboration with the Netherlands National Commission for UNESCO. This document has been translated into Spanish, Portuguese and Korean, with the collaboration of these countries' national commissions and is now available on the UNESCO website.

We are also updating the *Youth Engagement in National Commissions for UNESCO Toolkit*, in collaboration with six other national commissions.

■ **Supporting the outreach of Canadian non-governmental organizations (NGOs) and the work of the Permanent Delegation of Canada to UNESCO**

In addition to its activities within UNESCO and other government networks, CCUNESCO provides assistance to the Permanent Delegation of Canada to UNESCO. It also supports the international outreach efforts of Canadian NGOs. For example, as an institutional partner of the *Association francophone pour le savoir (Acfas)*, the Commission supported it at an event at UNESCO Headquarters in Paris to showcase sciences in the French language. CCUNESCO also worked closely with the Permanent Delegation's Government of Quebec representative to support the efforts by *Wapikoni Mobile* to become a UNESCO-recognized NGO.



Asia-Pacific Regional Meeting of National Commissions for UNESCO — September 19-21, 2018 in Gyeongju, Republic of Korea

02



Generating Innovative Ideas for Social Progress

CCUNESCO mobilizes the knowledge and imagination of its numerous members to build the world of tomorrow. In 2018–19, we launched and supported many projects on various platforms that generated ideas and debate about major issues.



Aware that nothing is better than person-to-person meetings for sharing and discussing experiences, ideas and best practices, we sponsored several events, such as the *Rassemblement visant à marquer le 20e anniversaire du Conseil québécois du patrimoine vivant*, a gathering to celebrate the 20th anniversary of the Quebec Council for Living Heritage (CQPV). With CCUNESCO support, this Council organized two gatherings: one on the role of municipalities in abiding by the spirit of the *UNESCO Convention for the Safeguarding of the Intangible Heritage* (2003) and one to explore how that Convention can help protect, promote and revitalize Indigenous languages and cultures.

In February 2019, along with the Department of Canadian Heritage, CCUNESCO organized an international meeting on *Diversity of Content in the Digital Age*. Participants representing governments, digital platforms and civil society reflected together on how to protect and promote diversity of digital content. The discussions were informed by five reflection papers:

- *Remuneration of Content Creators in the Digital Space: Challenges, Obstacles and a Common Language to Foster Economic Sustainability and Cultural Diversity* — by Dr Giuseppe Mazziotti;
- *Algorithmic Accountability and Digital Content Discovery* — by Fenwick McKelvey, PhD, and Robert Hunt;
- *Diversity of Content in the Digital Age: Discoverability of Diverse Local, Regional and National Content* — by Philip M. Napoli;
- *Six Observations on Securing the Integrity of the Digital Public Sphere* — by Taylor Owen;
- *Discoverability of Local, National and Regional Content Online: Mapping Access and Contemplating New Orientation Tools* — by Mira Burri.



Rassemblement Patrimoine vivant 2018 — Conseil québécois du patrimoine vivant

The Commission has discovered that drafting and disseminating reflection papers are an effective way of contributing to intellectual debate on major themes. Here is a list of some of our recent publications:

■ **Two-Eyed AI: A Reflection on Artificial Intelligence**

This reflection paper was produced by Dick Bourgeois-Doyle, a member of our Sectoral Commission in the Human, Social and Natural Sciences, with the assistance of two Indigenous members of our Executive Committee, Tom Johnson and Melanie Goodchild. The paper discusses how Indigenous perspectives and knowledge have contributed to Western perspectives and knowledge about artificial intelligence (AI). The author argues that integrating the two points of view reinforces the development of strategies for navigating the AI reality and could offer a practical framework for formulating ethical principles that are respectful of human rights.

■ **The Role of Municipalities in Advancing Women's Equity in Canada**

In this paper prepared for the members of the Coalition of Inclusive Municipalities, author Meghan Brooks explains how municipal governments can play a key role in promoting gender equality. This paper was also distributed within UNESCO's International Coalition of Inclusive and Sustainable Cities (ICCAR), which consists of more than 500 member municipalities around the world.

■ **The Non-Linear Paths of Women in STEM: The Barriers in the Current System of Professional Training**

Jointly prepared by CCUNESCO President Liette Vasseur and Heather VanVolkenburg, this paper describes the current situation of women who are not taking the usual linear path from high school to university and then to professional life. It also describes the barriers women face in our current education system and examines how the system overlooks their

capabilities and prevents some women from pursuing careers in the sciences. The thrust of the paper is to persuade governments and universities to review their policies and programs on this front.

■ **The Status of Science. The UNESCO Recommendation on Science and Scientific Researchers: Issues, Challenges and Opportunities**

In this paper, Michèle Stanton-Jean, a world-renowned expert and a former CCUNESCO President, explores the UNESCO Recommendation on Science and Scientific Researchers (2017). She proposes avenues for reflection and action in Canada on public policy issues related to basic and applied research. After this publication was released, the author presented her work at a conference in Russia as well as on other platforms.

For a complete list of CCUNESCO publications, see the [Resources](#) section on the [ccunesco.ca](#) website.



Cover photo of the publication
*The Role of Municipalities in
Advancing Women's Equity in
Canada*

03

Stronger and More Active Networks

CCUNESCO works closely on a daily basis with both UNESCO networks and its own networks and advisory committees. This year, we particularly focused on showcasing the Canadian networks to governments and their ministries and agencies in Canada as well as supporting the networks' outreach within UNESCO's international networks. Below are a few highlights of what our networks have recently accomplished.

■ Coalition of Inclusive Municipalities

The Canadian Coalition of Municipalities against Racism and Discrimination (CCMARD) has adopted a new name – the Coalition of Inclusive Municipalities – as well as [a new visual identity](#). The Coalition's 77-member municipalities will continue to promote and showcase the steps that member cities are taking to combat racism and all other forms of discrimination.

■ Creative Cities

CCUNESCO supported the three Canadian members of the UNESCO Creative Cities Network – Montreal, Quebec City and Toronto – in organizing [their first meeting with their counterpart creative cities from the United States and Mexico](#). This first meeting of North America's UNESCO Creative Cities took place at Canada House during the prestigious South by Southwest Festival (SXSW) in Austin, Texas. During the event, the various Creative Cities delegates discussed their respective initiatives and best practices, and explored potential collaborations.

■ UNESCO Chairs

The Network of UNESCO Chairs in Canada recently welcomed two new members: the UNESCO Chair in Biocultural Diversity, Sustainability, Reconciliation and Renewal at the University of Saskatchewan and the UNESCO Chair in First Peoples' Cultural Transmission through Increased Well-Being and Empowerment at the University of Quebec at Chicoutimi (UQAC). The latter is the first UNESCO Indigenous chair in Canada. The UNESCO Chairs Network in Canada, with its 24 and counting members, also made itself better known to the general public and to research councils in Canada by releasing [several new videos](#) in the *My Chair in 3 minutes* series. A group of Chairs also prepared an important reflection paper on research excellence for Canada's research councils.



Coalition of Inclusive Municipalities — New brand image

- **Associated Schools Network**
The Canadian UNESCO Associated Schools Network (ASPnet), together with the Sustainability and Education Policy Network, made an impact by publishing a document on [Promising Practices of Climate Action from 10 Canadian ASPnet Schools](#). ASPnet also adopted a new strategic plan that focuses on including Indigenous schools and other schools located in socioeconomically disadvantaged communities. The Associated Schools Network also produced a document for schools containing several resources, such as an ethical framework, for promoting a holistic approach towards global citizenship education: [Global Citizenship Education in ASPnet Schools: An Ethical Framework for Action](#).
- **Biosphere Reserves**
With CCUNESCO support, the [Canadian Biosphere Reserves Association](#) seized many opportunities to raise the profile of biosphere reserves in Canada, especially by organizing an event on Parliament Hill to discuss and share information with MPs, and by disseminating the UNESCO video series, [#ProudToShare](#). Canada's biosphere reserves also continued to make concrete contributions towards safeguarding biodiversity through projects such as The Tree Project. In this project, 100,000 trees were planted in 14 of Canada's 18 biosphere reserves to symbolically offset the greenhouse gas emissions caused by the travel and transportation associated with the G7 Summit in Charlevoix, Quebec.
Knowledge was also mobilized by the publication of a series of reflection papers about reconciliation on biosphere reserves as well as a guide on [Assessing Ecosystem Services in Biosphere Reserves](#). In addition, the Bras d'Or Lake Biosphere Reserve was the subject of a [reflection paper](#) on a mode of knowledge that combines Mi'kmaq knowledge with Western science. Also noteworthy in 2018-2019 was the 40th anniversary of the Mont Saint-Hilaire Biosphere Reserve, the first UNESCO biosphere reserve in Canada.

- **Geoparks**
CCUNESCO assisted many initiatives to support the development of aspiring geoparks. The Commission also supported efforts to advance reconciliation and the engagement of Indigenous communities in geoparks. The Canadian Geoparks Network also held its first Indigenous roundtable (at the [Tumbler Ridge Global Geopark](#)); several Indigenous Canadians also attended in the International Conference of UNESCO Global Geoparks in Italy. The Commission also supported the preparation of a document for UNESCO's Global Geoparks Network on the best ways of engaging Indigenous communities in geoparks.
- **Youth Advisory Group**
CCUNESCO's Youth Advisory Group (YAG) was restructured during the year to facilitate closer collaboration with the Secretariat's program officers. As a result, YAG members participated in conferences and in the Commission's consultations with civil society on behalf of various federal departments and the Permanent Delegation of Canada to UNESCO. YAG members also contributed to preparing reflection papers, practical guides and blog articles (such as the one on "[fake news](#)"). The Secretariat also supported several initiatives by YAG members, including the *Big Data Challenge* (organized by the STEM Fellowship) and the launch of *Trails in Tandem*, a documentary on the Canol Heritage Trail.



UNESCO Associated Schools Network — Photo from the [UNESCO Associated Schools Network](#) video

The Rocher Percé and the Cap Mont-Joli — Photo: Marie-Claude Costisella

Youth Advisory Group — CCUNESCO's Youth Advisory Group members.



Baie-Comeau and the St. Lawrence River — Photo: Manicouagan-Uapishka World Biosphere Reserve

Tsá Túé Biosphere Reserve

Waterton Biosphere Reserve — Photo: Andrea Morehouse



Bras d'Or Lake Biosphere Reserve — Photo from the [Bras d'Or Lake Biosphere Reserve - Reconciling with the Land and Each Other video](#)

04

Contributing to the Advancement of Inclusive Societies

Ensuring that no group feels excluded, disadvantaged or discouraged, and that openness and listening are always the initial reflexes when faced with another individual, another society or another culture: everything we do should combine towards a sense of living together.



CCUNESCO's Symposium on
Indigenous languages — 2018



Chief Morris Shannacappo
and Claudette Commanda
— CCUNESCO's Symposium on
Indigenous languages (2018).
Photo: Jean Chartrand

Indigenous languages and cultures a high priority

The 2019 International Year of Indigenous Languages proclaimed by the UN is of direct concern to Canada, given the more than 70 Indigenous languages spoken within its borders. This year, CCUNESCO has been very involved in supporting initiatives that promote Indigenous languages and cultures.

■ Promoting the International Year of Indigenous Languages at CCUNESCO's AGM

At the Commission's 58th Annual General Meeting from June 6-8, 2018, participants debated the role of Indigenous languages and cultures in contributing to truth and reconciliation, sustainable development, peace and good governance. The Commission produced a [video](#) featuring excerpts from contributions by Indigenous representatives at the AGM that explained the importance of language for their communities.

■ Presence and voices of Canada's Indigenous peoples at launches of the International Year of Indigenous Languages

With the assistance from the Canada Council for the Arts, CCUNESCO supported the participation of Indigenous language experts, including Chief Ron Ignace, a member of our Culture, Communication and Information Sectoral Commission, and several Canadian Indigenous artists in ceremonies to launch the International Year of Indigenous Languages (IYIL) at UNESCO House in Paris and UN Headquarters in New York. These were important events for many Commission partners, and represented a key Canadian contribution to mark the beginning of the IYIL and raise awareness about the current situation of Indigenous languages both in Canada and around the world.



- **Background paper on Indigenous languages**
In collaboration with University of Victoria professor Onowa McIvor, CCUNESCO developed a background paper on Indigenous Languages in Canada, which was encapsulated in a video produced by the same university. This paper suggests various ways of contributing to the vitality of Indigenous languages, such as learning the common expressions of courtesy and the name of one's region in the local Indigenous language. CCUNESCO distributed this paper widely throughout its networks, especially to government departments and the diplomatic community.
- **The 20th International Mother Language Day**
The theme of this year's International Mother Language Day is "Indigenous languages matter for development, peace building and reconciliation". The hashtag #MyLanguageMatters was created for the digital awareness campaign launched by CCUNESCO and its Indigenous partners on February 21, 2019. CCUNESCO also invited members of the Internet community to share their favourite word or expression in their mother language.

Encouraging more women in science
Encouraging the participation of more women in science is a strong part of CCUNESCO's commitment to creating inclusive societies. CCUNESCO developed new partnerships and supported various initiatives in 2018-2019 to attract more girls and women to STEM (science, technology, engineering and mathematics), and also highlighted the accomplishments of several contemporary women scientists.

- **STEM in education**
On November 27, 2018, CCUNESCO and the Let's Talk Science organization held a meeting on how to offer Canadian youth inclusive and equitable quality education, which basically entails learning STEM subjects. Two powerful ideas that emerged were the need for genuine collaboration between the people involved and the importance of skills-based learning.
- **The 20% podcast**
CCUNESCO supported the production of 20%, a podcast series in French featuring interviews with women pursuing brilliant careers in STEM. Co-produced by the *Association francophone pour le savoir* (Acfas) and *Québec Science* magazine, the podcast took its title from the percentage of women currently working in science and technology. The first season of the series presented 22 of these professional women, including Doctors Without Borders President Joanne Liu and NASA engineer Farah Alibay.



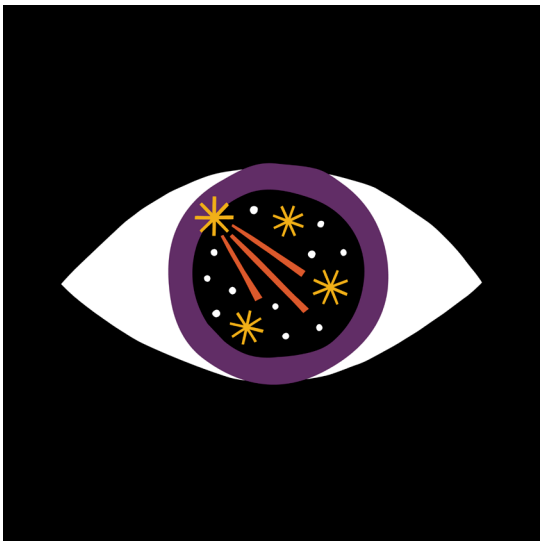
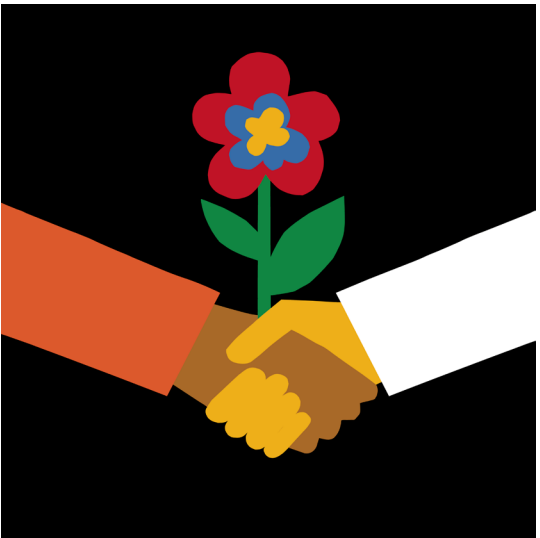
#MyLanguageMatters
— Banner created for the International Mother Language Day social media campaign

Language groups—Image from the reference document "Indigenous languages in Canada"




**Canadian Awarding Ceremony
of the L'Oréal-UNESCO for
Women in Science fellowships**
— Embassy of France in Canada.
Photo: L'Oréal Canada

- **L'Oréal-UNESCO for Women in Science awards**
Jacquelyn Cragg, Stefanie N. Rezansoff, Erin McConnell, Jalina Bielaska Da Silva and Adina Madularea were the recipients of the 2018 L'Oréal-UNESCO Women in Science Awards at the French Embassy in Canada on November 27, 2018. Every year, CCUNESCO and L'Oréal Canada present these awards to five Canadian PhD or postdoc researchers whose work is particularly promising.
- **Science & Policy Exchange**
With CCUNESCO support, Tina Gruosso, Co-President of the Montreal advocacy group Science & Policy Exchange and a postdoc researcher at McGill University, took part in a *Fonds de recherche du Québec (FRQ)* panel discussion in which she explained how young people could get involved in governance matters relating to scientific research and policy.
- **International Day of Women and Girls in Science #WeAreScience**
To mark the International Day of Women and Girls in Science on February 11, CCUNESCO used social media and its blog to promote a variety of events that showcase women in the sciences and give girls and women a taste for science. These events included: *Women in STEM Wikipedia Edit-a-thon*, a joint initiative of the Ingenium Foundation and the Canada Science and Technology Museum; the Women and Water Lecture Series at the University of Saskatchewan; and a Facebook Live panel on the careers and work of the women scientists of the Royal Ontario Museum.



#ItStartsWithMe— Visuals created for the International Day for the Elimination of Racial Discrimination social media campaign

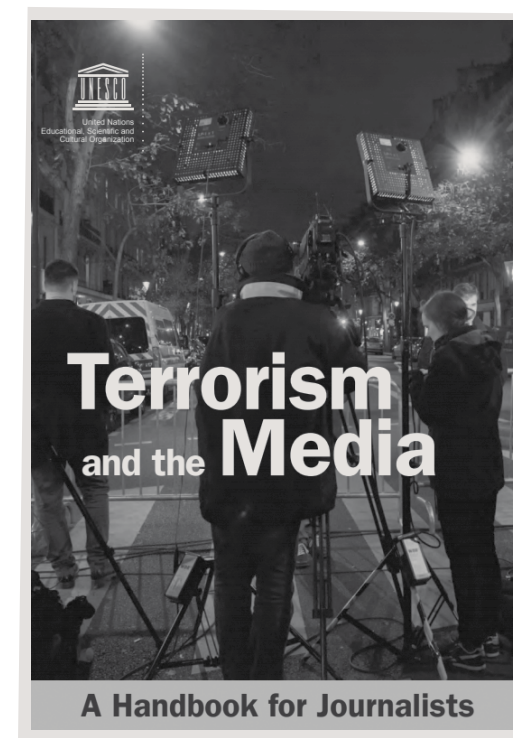
- **International Day for the Elimination of Racial Discrimination**
On March 21, 2019, CCUNESCO and the Coalition of Inclusive Municipalities marked the International Day for the Elimination of Racial Discrimination with an awareness campaign featuring the #ItStartsWithMe hashtag. This campaign stresses the importance of reaching out to others, discovering their culture, and sharing these and other positive messages as widely as possible.

The background of the entire page is a solid teal color. Overlaid on this are numerous light blue circles of various sizes, some of which are semi-transparent, creating a layered, organic pattern. The circles are scattered across the page, with a higher concentration on the left side.

05

Promoting Media Literacy and Supporting Journalists

In response to the changing world of information, CCUNESCO supports initiatives that help journalists and the general public confront the risks that come with new challenges. For example, some journalists face major challenges in covering terrorist incidents and can, albeit unintentionally, amplify the scope of hate behaviour or speech, and even jeopardize the safety of terrorism experts and their families.



Media, Terrorism, and Other Violence — A panel organized by CBC/Radio-Canada, INSI and CCUNESCO

Terrorism and the Media: A Handbook for Journalists — Jean-Paul Marthoz

■ Promoting fair and balanced media coverage of terrorism

CCUNESCO supports UNESCO's [International Programme for the Development of Communication](#) (IPDC) in its efforts to encourage fair and balanced media coverage of terrorism-related issues. Some of the IPDC tools developed with CCUNESCO support include educational programs and tools and capacity-building workshops. Specific initiatives are currently under way in seven countries: Tunisia, Chad, Nigeria, Cameroon, Belgium, Canada and Australia.

■ Media and terrorism

In 2018-19, CCUNESCO partnered with CBC/Radio-Canada and the [International News Safety Institute](#) to offer journalists a special day of training on two timely concerns: coverage of terrorist events and the safety of journalists.

■ Jean-Paul Marthoz on journalism and terrorism

On September 26, 2018, CCUNESCO partnered with the [Centre for the Prevention of Radicalization Leading to Violence](#) and the Carleton University School of Journalism and Communication to present a workshop by Jean-Paul Marthoz, author of the UNESCO guide, [Terrorism and the Media: A Handbook for Journalists](#). The workshop provided both students and professional journalists with a better understanding of the issues inherent in media coverage of violent extremism.

■ Detecting “fake news” is everyone's business

With the assistance of [Media Smarts](#) and its Youth Advisory Group, CCUNESCO published a [blog article](#) on how to fight “fake news.” The article recommends strategies to sharpen critical-thinking skills and curb the spread of “fake news.”

