

# 2022 ANNUAL REPORT

Canadian Youth Biodiversity  
Network



Connecting youth across  
Canada on biodiversity  
education and preservation.

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A photograph of a white lighthouse with a red lantern room, situated on a rocky shore. The lighthouse has a small door at the base with the number 185. The background shows a cloudy sky and the ocean.

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# INTRODUCTION

## ABOUT THE REPORT

### Territorial Acknowledgement

The Canadian Youth Biodiversity Network operates on Turtle Island. We acknowledge that our members reside in the traditional territories of the Indigenous and First Nations communities in Canada. We work to enhance biodiversity in Canada while making sure to respect Indigenous and First Nations rights and voices through the United Nations Declaration on the Rights of Indigenous Peoples.





# ABOUT THE REPORT

On May 22, 2019, the International Day for Biodiversity, the Canadian Youth Biodiversity Network (CYBN) officially launched as the Canadian chapter of the Global Youth Biodiversity Network (GYBN). This year marks the third anniversary of the CYBN where we intend to start publishing annual reports. This report further details all the activities, projects and successes of the CYBN since it was established in 2019.

The intent of this document is to highlight key moments in the organization since 2019. We will also showcase a timeline of activities and the impact that we have had in the biodiversity and youth space.

The report has three distinct sections. The first section discusses engagement. Here we will report on our overall engagement levels within workshops, events and social media. The second section discusses Policy & Advocacy. Here we will discuss efforts made through consultations and advocacy work with the Government of Canada and the United Nations. The last section outlines our Network. This includes our reach, our membership and greater partnerships we hold.





# MESSAGE FROM THE TEAM

CYBN is proud to publish its first report showcasing the growth, milestones and success since it was established. Our team has grown significantly since its inception. We are now a team of 12 volunteers working on outreach & engagement, policy & advocacy, and networking.

In 2019, we launched the Network expanding into provinces like Ontario, Nova Scotia, Quebec, and British Columbia and attended international meetings. In 2020, the global pandemic dominated headlines and exposed pre-existing challenges our society similarly faces through Climate Change. Despite these challenges, we continued to increase our reach. In 2021, we held our first national Canadian youth consultations to highlight youth voice at national and international level while attending meetings held by the United Nations.

Our intention and hope are to continue our work and build our capacity to further work with diverse communities and highlight youth voice. We thank all who have worked and supported us along our journey.

- Canadian Youth Biodiversity Network Team

*Mission: Connect, empower, and encourage young people to raise their voices to advocate for biodiversity in various levels and sectors in Canada.*

*Vision: Support youth in protecting, advocating, and educating on topics related to biological diversity in Canada for the well-being of nature and future generations.*

*Values: Diversity, transparency, and sustainability.*





# SUMMARY OF PROGRESS

Since 2019, CYBN coordinators have been hard at work advocating youth to be present in discussions related to biodiversity. Empowerment, education or networking, CYBN had dedicated countless volunteer hours to support youth in Canada and be present at important provincial, national and international discussions.

The year of 2022 was an unprecedented year as the world responded to the COVID-19 pandemic. The pandemic has disproportionately impacted engagement within events & workshops and policy & advocacy efforts.

CYBN was able to become more active as many international meetings, events and campaigns were shifted to a virtual setting. The global pandemic set back environmental sustainability progress across all sectors and CYBN worked tirelessly to continue its efforts in engagement, policy & advocacy and networking.

Moving forward, CYBN's goal is to become more active within national and international discussions while expanding the team's capacity.



A hummingbird is shown in flight, its wings blurred from motion. The bird has a long, thin beak and is facing right. The background is a soft, out-of-focus grey. The word "ENGAGEMENT" is written in large, white, sans-serif capital letters across the upper middle of the image.

# ENGAGEMENT

A key vision for the Canadian Youth Biodiversity Network is to support youth and educate on topics related to biological diversity in Canada for the well-being of nature and future generations. A global challenge is the lack of information available to youth and other stakeholders.

As a result, we use different forms of engagement, such as workshops, events, blogs and social media to better educate youth in Canada on biodiversity and United Nations policy making. In the future, we hope to build our capacity to provide more resources to our community like guides and training.



# EVENTS & WORKSHOPS

CYBN prides itself for providing opportunity for all youth in Canada to engage in topics related to biodiversity. Since 2019, CYBN have provided workshops and training sessions with subject matter experts related to experiences, on topic matters such as mental health and well-being, wildlife protect and ocean literacy.

Some of the past projects led by CYBN coordinators include:

- Earth Hour Campaigns
- Blog Series
- Wildlife Protection & Biodiversity (Webinar Series)
- Opportunities in Biodiversity (Webinar Series)
- Biodiversity Photo Contests
- Writing Contests
- Sustainable Holiday Campaign
- Youth Consultations on Ocean Biodiversity
- National Canadian Youth Consultations
- Stop the Same Campaign
- Video Blog Series
- Books For Biodiversity (Book Club)
- Biodiversity Matters: Storytelling to build a Biodiversity Act
- Ocean Bridge Virtual Fair
- Youth Consultations Canadian Youth Environmental Assembly
- IUCN Global Youth Summit Workshop
- Our Canadian Efforts: Ocean conservation efforts in Canada

**5000+**

YOUTH ENGAGED IN  
NATIONAL EVENTS &  
MEDIA SINCE 2019

Since 2019, CYBN have successfully engaged with over 5,000 young people across Canada.



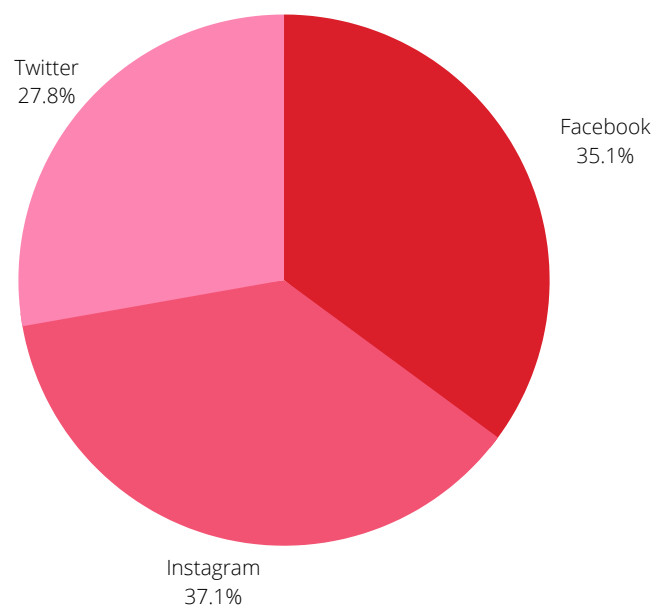
# SOCIAL MEDIA

## OUR AUDIENCE

ICYBN established its online presence across multiple social media platforms including Facebook, Instagram and Twitter. There are over 2000 followers across these social media platforms. This includes 773 followers on Facebook, 732 followers in Instagram, and 548 followers on Twitter.

The demographics across each platform show that a majority of followers are from Toronto, Ottawa, Vancouver and Montreal. A small portion of followers are international and include individuals from Germany, India, and Algeria. Additionally, a majority fall between the ages of 18-34 (86%).

In 2022, we plan to expand our social media reach through other platforms such as LinkedIn and TikTok.

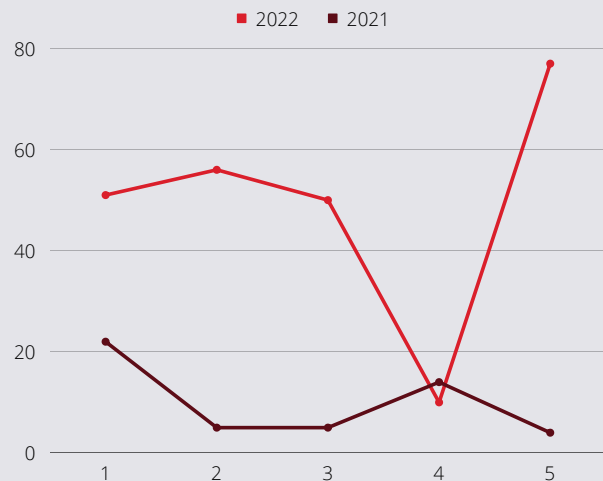




## FACEBOOK

In 2022, our reach on Facebook has increased by **54.2%** (when compared to data from August-December 2021)

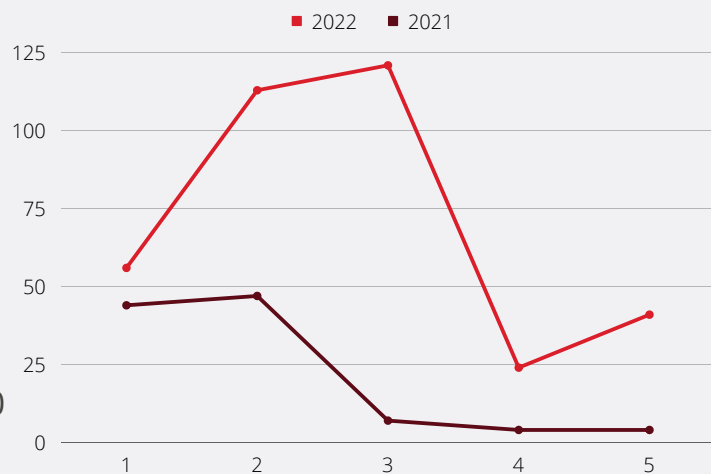
As of May 2022, over 1000 people have viewed our content on Facebook.



## INSTAGRAM

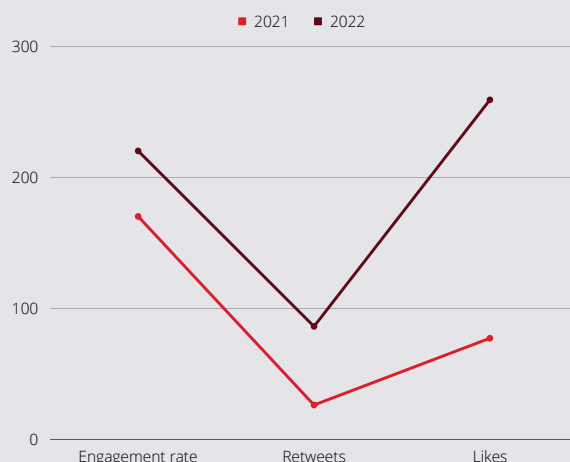
In 2022, our reach on Instagram has increased by **7.6%** (when compared to data from August-December 2021)

As of May 2022, over 1000 people have viewed our content on Facebook.



## TWITTER

In 2022, our tweets earned 18.2K impressions (in a 90 day period).  
 In 2021, our tweets earned 8.7K impressions (in a 90 day period).  
 This year, we plan to continue growing the impressions on our tweets.





A polar bear is the central focus of the image, standing in a snowy, arctic environment. The bear's white fur contrasts with the darker, shadowed areas of the snow. The background is a soft-focus view of a snowy landscape with some low-lying vegetation visible in the distance. The overall tone is cool and naturalistic.

# POLICY & ADVOCACY

The mission for the Canadian Youth Biodiversity Network is to empower, and encourage young people to raise their voices to advocate for biodiversity in various levels and sectors in Canada. To do this, we have built relationships with important stakeholders like the Government of Canada and international governing bodies. In addition, we have held multiple consultations to understand how the Canadian youth feel about biodiversity and future policy directions.

In the future we plan to hold more consultations to support youth voices at decision tables in Canada.



# PROVINCIAL

As stated, CYBN's mission focus on connect, empower, and encourage young people to raise their voices to advocate for biodiversity in various levels and sectors in Canada. CYBN's work includes advocating and working with organizations at a provincial level.

CYBN provincial level work was focused in Ontario. Since 2020, CYBN worked closely with Ontario Environmental Non-Governmental Organizations (ENGOS) to host workshops. Advocacy efforts were focused in engagement and creating opportunities to train youth within provinces to learn more about biodiversity and national and international policy.

In 2021, great strides were made to work with other provinces when an Open Letter was created to discuss the United Nation's Post 2020 Global Biodiversity Framework with provincial governments. The Open Letter received feedback from governments like Quebec and Alberta who reached back out to CYBN for further discussion.

The Open Letter discussed providing equal opportunity for all youth to actively influence, participate and learn under the Post-2020 Global Biodiversity Framework. The letter also spoke on the need to recognize the right to a clean safe, healthy, biodiverse and resilient ecosystem for current and future generations. Finally, it highlighted the need to promote rights based approaches that integrate nature and human rights, and advocate for environmental education that is transformative and covers biodiversity, sustainability and heritage education.





# NATIONAL

CYBN's national efforts focus on empowering and encouraging youth to raise their voices to advocate for biodiversity.

Alongside the GYBN, the Canadian Environment Network were instrumental in supporting the early development of CYBN in Canada. In 2021, CYBN officially joined the Canadian Environment Network's Biodiversity Caucus. The Biodiversity Caucus focuses on policy and advocacy in Canada through better integrating the United Nations Convention on Biological Diversity (CBD), which has been signed and ratified by Canada.

In addition, CYBN have developed a working relationship with Environment and Climate Change Canada (ECCC). ECCC have offered opportunity to further engage in national and international policy through delegations and opportunities for commentary.

From 2022 and onwards, we hope to continue to expand our networks and relationships with other organizations within Canada with similar goals. CYBN plans to support the Canadian Environment Network's biodiversity caucus in the development of a biodiversity act for Canada to better integrate decision/outcome statements from the CBD.



# INTERNATIONAL

CYBN's mission includes integrating youth voice through international policy. The primary international convention that CYBN comments on is the CBD. The CBD is a multilateral environmental agreement that tackles biodiversity related issues. The government of Canada have signed on and ratified this agreement.

This convention gave birth to CYBN as it brought together the coordinators of CYBN for the first time alongside GYBN and other international youth chapters. Since then, CYBN have joined many international campaigns led by GYBN, including the Post-2020 Roadmap, and most recently, their Stop the Same Campaign.

As stated previously, the 2021 National Canadian Youth Consultations were part of a larger global network of national youth consultations held across the world. Each consultation published a youth position paper that gave way to the global youth position presented at the United Nations. In addition, the Canadian Position Paper was published and sent to national partners including ECCC to form Canada's position for the Post-2020 Global Biodiversity Framework. In 2022, the coordinators led new consultations on the Canadian Local Youth Environmental Assembly leading to the Stockholm+50. These consultations led to a published brief submitted to Youth Environmental Assembly.

In addition, CYBN have partnered with other international bodies like the IUCN to tackle ocean literacy. CYBN intends to continue working with our partners like GYBN and other international partners, to expand the network and tackle global biodiversity problems.



A photograph of four Canada geese standing on a rocky ledge overlooking a waterfall. The geese are positioned in a row, facing left. The waterfall is in the foreground, and the background shows a rocky bank with some vegetation. The word "NETWORK" is overlaid in large white letters.

# NETWORK

The mission for the Canadian Youth Biodiversity Network is to connect young people to raise their voices to advocate for biodiversity in various levels and sectors in Canada. To do this, we have built relationships with important stakeholders. We also launched a membership where both groups and individuals can join. In the future, we hope to establish provincial chapters to highlight regional leaders and voices.



# MEMBERS



In 2019, CYBN created a membership. The goal of creating the membership list was to provide everyone the opportunity to engage regardless of educational, economic, cultural background and sexual orientation. CYBN members gain access to biodiversity related information and upcoming event and consultation opportunities. CYBN offered various different types memberships including a organizational membership and a individual membership. There are no membership fees to minimize certain barriers to engage.

Organizational memberships are offered to organizations that are youth-led or focus on supporting youth leadership. Individual memberships are for individuals interested in being apart of the network. This memberships is further broken down into Youth (18-30), Mentors (>30) and Pre-Youth (<18).

Youth (18-30)	As described by the United Nations, Youth is any individual from the age of 18-30. Individual members seeking out a Youth Membership are required to be in this age range. Each member has the right to 1 vote similarly to member groups.
Mentor (>30)	Mentor Members are described as individuals that are above the age of 30 and are interested in promoting and helping CYBN develop and continue. The primary role of a Mentor Member is to provide guidance and advice to where they see fit.
Pre-Youth (<18)	Pre-Youth Members are described as individuals that are below the age of 18. The network does not want to restrict any interested and passionate individual below the age of 18. CYBN hope to provide other opportunities that can help them in the future.

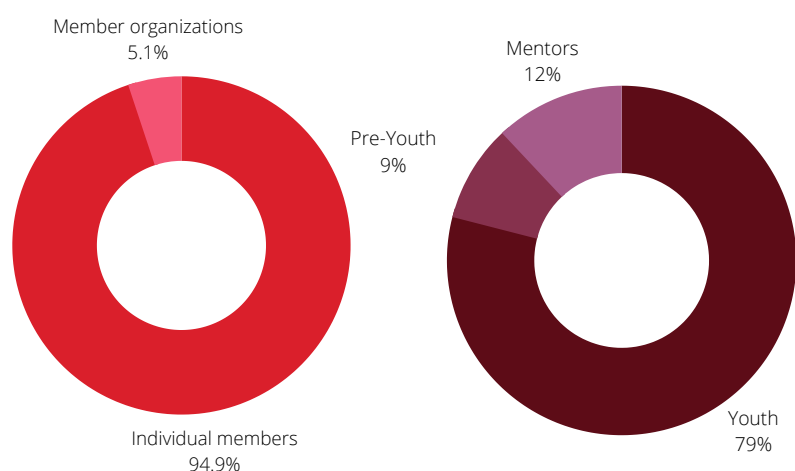


# DEMOGRAPHICS

There are a total of **98 members** at CYBN. ~95% of our membership is comprised of individual members (93), while the remaining ~5% is comprised of member organizations (5).

Of the individual members, 79% of the members are classified as Youth, 9% are classified as Pre-Youth and 12% are classified as Mentors.

Members can be found through out Canada, specifically in Ontario, British Columbia, Quebec, Saskatchewan, and Nova Scotia.



Member benefits include voting rights, mentorship, events, workshops, and volunteer opportunities. In the future, we hope to build our capacity to better service members and provide opportunities for more meaningful engagement. We would also like to broaden our reach to every provinces and territories.



# PARTNERSHIPS

CYBN has committed to growing its partnerships and collaborations. In 2019, groups like Global Youth Biodiversity Network, Protect Our Water and Environmental Resources and the Canadian Environment Network have supported the growth and development of CYBN by providing mentoring and advice. These mentor relationships flourished into partnerships and collaborations through events, caucus work and United Nations open-ended working groups.

In 2020, CYBN grew its partnerships with the Government of Canada, Sierra Club Canada and Ontario Environment Network. During this time, CYBN held its first webinar series titled "Opportunities in Biodiversity" where coordinators and guests would be featured discussing experiences they had working with organizations listed above. As previously stated, this series was very well received.

In 2021, CYBN held its first national youth consultations. These consultations enhanced CYBN's reputation as leading youth voice in Canada. Since then, CYBN coordinators sit as members and lead discussions for various organizations including the Ontario Environment Network and Canadian Environment Network's Biodiversity Caucus.

In the future, CYBN hopes to engage with partners on future projects in order to enhance their capacity and highlight youth voice in biodiversity.





# ACKNOWLEDGEMENTS





A close-up photograph of several lavender flower spikes. The flowers are a vibrant purple color and are in various stages of bloom. The background is a soft, out-of-focus green and blue, suggesting a garden setting. The text 'THANK YOU' is overlaid in large, white, sans-serif capital letters across the middle of the image.

# THANK YOU

We would like to acknowledge the work and dedication of the CYBN team and volunteers for making this event possible. In particular, we would like to highlight the leadership of Aleksandra Spasevski and Francine Pauvif as co-founders and authors of the report. As well as Amy Kikuchi, Ana Giovanetti, Darlene Coyle, Emily Gribbin, Devanshi Kukadia, Fallon Hayes, Gurneet Dhaliwal, Lisa Chen, Yoko Lu and Samantha Casey. We also acknowledge the work of past coordinators who supported the development of CYBN.

We would to thank all of those who have supported the development of the Canadian Youth Biodiversity Network. This includes:

- Government of Canada - Environment and Climate Change Canada
- Global Youth Biodiversity Network
- Canadian Environment Network
- Ontario Environment Network
- Protect Our Water and Environmental Resources
- Leslie Adams - Mentor

Once again, thank you for the support you have given in the past three years. We will continue to work alongside you as we explore solutions and opportunities with biodiversity.





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