

Students for Canada

Created By Students, For Students



Who We Are

Students for Canada (SFC) exists because our country has seen an increasingly polarized and politicized climate surrounding our natural resources in the last few years. Canadian natural resource projects are a cornerstone of Canadian life and include forestry, agriculture, renewable energy, nuclear, oil and gas, and fisheries. However, conversations about the future of Canada and the future of our natural resource sector have become divisive, rather than unifying. Students for Canada is a grassroots organization on campuses across Canada where balanced conversations about Canada's future are encouraged, supported, and promoted. We hope to mobilize students to take a stand against the extremist position and bring the conversation back to the middle. We want to encourage young Canadians to be involved in all aspects of protecting their future, not just their environment, but also their economy, jobs, values, and people.

With over 2,000,000 young Canadians enrolled in all post-secondary institutions — from colleges, to trade schools, to universities — students are the future of Canada. We are part of the next generation entering society and the workforce, and thus, a key part of the solution. We believe students can have their voices heard and make a difference. Students for Canada exists for those students who wish to advocate for a stronger, cleaner, and more prosperous Canada.



What We Do

Students for Canada is an advocacy program designed by students, for students across Canada who are passionate about activism and the well-being of Canada. We are a group of devoted individuals who believe that Canada can have a strong future in energy AND the environment.

The Students for Canada program will hold a variety of social and educational events on campuses to encourage and mobilize greater student involvement in advocating for a better future for Canada. We hope to provide students with the tools we need to advocate for the future we want for ourselves. Students for Canada ultimately wants to have students from across Canada active in the conversation to help change the narrative around our resources.

What is Our Why?

Knowing that students are intelligent, young individuals who are the future of our country, Canada Action saw an opportunity to rally our demographic to spark real change for our lives. Canada Action knows that students are critical thinkers and problem solvers and that is why this program exists. The SFC program creates a formal platform where students can share their ideas with one another and with Canada Action; together working towards finding solutions and bridging the gap in the current narrative. Ultimately, we want people to not only be aware of the issues but also aware of the solutions. In doing so, we can work towards bringing the conversation surrounding the environment, the economy, and the well-being of all Canadians, back to the middle.

Furthermore, SFC exists to make it easier for students who want to speak and stand up for a cause they believe in. It can be quite unnerving for a young person to speak up about contentious topics, including natural resource advocacy, but even more so if they are speaking out on their own. SFC creates a community of student allies across Canadian campuses who share the same passion for Canada and our resources. This program allows us to come together as Canadians, from all regions of our nation, to stand up for our country and its unmatched natural resource sector.

What's in it for the student?

We as young Canadians have immense pressure to solve the environmental problem that our world faces. As the generation inheriting the future, we have been urged to find a solution. Unfortunately, we also must face people who blame and divide instead of calling for a balanced response to the problem. This is where you can make a difference — participating in SFC will allow you to speak up for your future and have an alternative to the extremist narrative. Working with SFC will provide many personal benefits for young Canadians, including:

- ❖ Chance to work with other students and youth to develop attainable, balanced solutions.
- ❖ Stay informed of current events and their implications for students' futures.
- ❖ Opportunity to meet and collaborate with like-minded students who share the same passion for creating a united and strong Canada.



- ❖ Have a chance to generate solutions that are practical and encompass core values, such as the environment, people, and the economy.
- ❖ Opportunity to learn about the regional conversations that are happening across Canada, and gain a greater understanding of how we differ from coast to coast to coast, but remain united as Canadians who want the best for our country and our people.

Students who participate in SFC will also be given amazing opportunities to further advance their careers and professional lives. Students can benefit their careers in the following ways:

- ❖ Gain leadership experience.
- ❖ Gain project management experience.
- ❖ Gain communications experience.
- ❖ Acquire work experience in various areas of specialization: law, finance, engineering, marketing, education, journalism, project development, policy, customer service, public relations, etc.
- ❖ Gain diverse work experience. Students will have the opportunity to gain experience in other areas of interest to them.
- ❖ Opportunity to meet and connect with influencers, professionals, and business leaders from across Canada and various industries.

Our Values

- ✦ Promoting and engaging in respectful, balanced and fact-based conversations.
- ✦ Finding and promoting solution-based ideas.
- ✦ Encouraging students and other young Canadians to advocate for a resilient and thriving Canada.
- ✦ Encouraging individuals to listen to a variety of perspectives and work together to find similarities, rather than differences.
- ✦ Promoting a balance between environmental action, social governance, and economic stability.
- ✦ Encouraging individuals to continuously educate themselves and their peers.
- ✦ Holding Canadians accountable for their actions, as individuals, corporations, and governments to ensure we are addressing people, prosperity, and the planet.

Our Goals

- ✦ To create a network of student advocates on campuses across Canada.
- ✦ To get rid of the extremist and polarizing narrative, and replace it with balanced conversations surrounding the environment, the economy, and the well-being of Canadians.
- ✦ To have a series of student-designed plans and projects for other SFC members to use.
- ✦ To provide students with relevant and diverse work experience.
- ✦ To learn from students what will work best with their peers in delivering our message.
- ✦ To hold a Student Summit where SFC members from across Canada meet to collaborate and learn from peers and experts.

What is Our Ask?

Students for Canada is a flexible extra-curricular activity for students who are passionate about Canada and our natural resource sector. We ask that you use your voice to ignite change and build the future you want to see for yourself. Below are the different ways students can get involved and make a difference. While there will be various levels of involvement, with different roles, students are free to participate to the degree they wish and can be involved in the following ways:

- Follow SFC and Canada Action social media accounts.

- Like and share our social media content to personal pages.
- Write opinion editorials, blogs, or articles for school newspapers, SFC and/or Canada Action's website.
- Engage in respectful, informed conversations with peers, family and friends.
- Post to SFC Facebook page to share what you're doing on your campus with other SFC members from across the nation.
- Handing out stickers, flyers and other merchandise to help spread SFC's message.
- Joining an official SFC Club on their campus.
- Assist with planning campus events, as well as attending events.
- Design custom merchandise.
- Make presentations on the innovation and leadership being done in energy right now that students don't know about, or on another resource-related topic.
- Participate in online polling, feedback, and voting on an as-needed basis.

Positions:

The following position descriptions serve as a general outline to give an idea of the different levels of formal involvement. As mentioned above, students can participate in a number of ways, with more or less commitment.

♦ The Campus Champion(s)

The Campus Champion(s) position was designed for the very passionate student who seeks to be a SFC leader. The student(s) in this position will be responsible for leading the SFC community on their campus. This means they will need to take on greater responsibility and be involved in a number of ways. This position comes with certain duties that the student(s) need to complete. These duties include: helping with recruiting other students, planning and executing events, and conducting check-ins with Canada Action. This student will be integral in starting a Students for Canada Club on their campus. If a club is officially started, the Campus Champion(s) will most likely take on the leadership positions (President, Vice-President, Treasurer, Secretary etc.).

♦ The Campus Wingman

This position was created for students who are passionate about SFC's mission, but may not be ready or able to commit to a leadership position. These students don't necessarily have "required duties" but are strong supporters of SFC on their campus. This may include assisting the Campus Champion(s) with their tasks, attending SFC events (does not have to be every event), engaging in on-the-ground advocacy, and joining a SFC Club on their campus (if applicable).

♦ No Strings Attached

This position was designed for those students who are passionate about and want to be involved with SFC's cause, but without much responsibility or obligation. This student can be involved in a

very minimal way, while still playing an important role in helping SFC reach its goals. This student can be involved by simply following and sharing Canada Action/SFC social media posts. This student is welcome to become more involved and participate in a greater capacity as it works for them (i.e. during less busy times for them).

Students for Canada and Canada Action

As an affiliate group of Canada Action, Students for Canada was born from the same values, and shares similar goals. Students for Canada will be supported by the Canada Action organization. Canada Action will provide students with the information and resources needed to effectively carry an informed conversation, as well as advocate for Canada's natural resources. Information and resources will be available via the SFC website.

Disclaimer

Students are responsible for upholding Canada Action and SFC's reputation, as well as adhering to their individual school policies. Canada Action and Students for Canada expects that students will always conduct themselves in a professional and respectful manner.

Canada Action will oversee the Students for Canada program to ensure brand guidelines are followed, and students are always engaging in a positive manner to maintain our message and image.

