

A vibrant green aurora borealis (northern lights) dancing across a dark, starry night sky. The aurora's glow is reflected on a dark, silhouetted landscape of trees and hills at the bottom of the frame.

EVALUATION REPORT - FSC LIGHTING UP THE NORTH

DECEMBER 2023

Prepared for :
Future Skills Centre - Northern Skills Strategy

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Sustainable Impact Foundation**

This report was produced as part of a project funded by the Future Skills Centre (FSC), with financial support from the Government of Canada's Future Skills Program.

FSC is a forward-thinking centre for research and collaboration dedicated to preparing Canadians for employment success. We believe Canadians should feel confident about the skills they have to succeed in a changing workforce. As a pan-Canadian community, we are collaborating to rigorously identify, test, measure, and share innovative approaches to assessing and developing the skills Canadians need to thrive in the days and years ahead. The Future Skills Centre was founded by a consortium whose members are Toronto Metropolitan University, Blueprint ADE, and The Conference Board of Canada

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“We have a society that reflects itself -
If we don't care, that's what we have.”

~Participant of A Way Forward Gathering for Business Leaders & Knowledge Holders

Introduction

"Lighting Up the North" is an ambitious initiative that reflects the spirit of Yukon - a land known for its resourcefulness and close-knit communities. This project, emerging amidst unprecedented global challenges, aimed to harness and nurture the inherent potential within Yukon's diverse population.

The onset of the COVID-19 pandemic, while global in scale, had uniquely localized impacts in the Yukon, exacerbating existing socioeconomic challenges and revealing gaps in our socio-economic fabric. It underscored the urgency for transformative strategies to empower local entrepreneurs, innovators, and leaders. In response, "Lighting Up the North" was conceived to build a robust, inclusive innovation ecosystem tailored to the unique needs and strengths of the Yukon.

The project builds on previous work funded by the Future Skills Centre, and sought to amplify lessons learned to continue to create momentum for Yukoners.



Project Overview: Why did we undertake the project?

"Lighting Up the North" emerged from the recognition that Yukon's stunning landscapes and strong communities mask deeper developmental needs, extending beyond economic growth to touch the very societal and cultural weave of the region.

This initiative arose from acknowledging that, despite significant progress in various sectors, the Yukon harbors untapped potential and unresolved challenges in nurturing an inclusive and comprehensive entrepreneurial ecosystem. It represents a commitment to delve deeper, bridging gaps and fostering a connected, thriving community.

In recent years, particularly in the wake of the COVID-19 pandemic, it became evident that the traditional paths of economic and community development were not sufficient to meet the evolving needs of Yukon's diverse population. This included rural and remote communities, Indigenous Peoples, youth, women, and individuals with essential skills gaps. There was a growing divide, not just in terms of economic opportunities, but in the very connection and understanding among community members.

"Lighting Up the North" embodies a journey to transcend beyond merely enhancing economic prospects, aiming to weave a fabric of inclusivity and community spirit across Yukon. This initiative is a holistic endeavor, not limited to economic growth, but committed to revitalizing community bonds, bridging diverse groups, and sparking a shared enthusiasm for innovation and resilience. It represents a deep exploration into leveraging Yukon's unique strengths - its people, culture, and innovative spirit - to foster an environment where every individual flourishes and contributes. This project is about charting a course towards a harmonious future, where the community's collective well-being and the empowerment of each member are paramount, ensuring the spirit of Yukon radiates in every aspect of progress and communal life.



Evaluation Method

The evaluation method used in this report draws elements and structure that is attributed to Johnston Research Inc - Awakening the Journey Vision Model. This methodology, structured into four distinct focus areas—Beginning/Past, Experiences/Present, Transition, and Future/Current State—offers a holistic and dynamic view of the project's evolution, impacts, and potential.

- **Beginning/Past:** Understanding the project's history, inception and initial aims is crucial for grounding the evaluation in context. It sets the stage for the entire narrative, allowing evaluators, rights- and stakeholders to appreciate the original vision and intentions behind the initiative.
- **Experiences/Present:** Evaluating the state of the project when the work occurred, offering a snapshot of its implementation and immediate effects. This phase speaks to the lived experiences of participants, rights- and stakeholders, providing insights into the project's effectiveness and resonance with the community it is targeted towards.
- **Transition:** Focusing on transitions highlights the project's adaptive capacity and resilience. Challenges and barriers are inevitable in any initiative; thus, documenting how these are navigated is key to understanding the project's robustness and the problem-solving skills used to navigate them.
- **Future/Current State:** Projecting the future of the initiatives and future initiatives built on these initiatives, based on current trajectories. This allows for forward-thinking and strategic planning. It helps in identifying potential areas of growth, sustainability, and long-term holistic impact.

Why were these specific initiatives chosen?

In the Lighting Up the North project, our exploration centered on a series of diverse and strategically chosen initiatives, each reflecting the overarching aim of fostering a more connected, resilient, and innovative Yukon community. These initiatives were selected for their potential to address specific challenges and opportunities in the region, tying back to the main aspects of community empowerment, economic growth, and cultural enrichment highlighted in the previous section.

#Spirit: Team began the project with a strong emphasis on spirit and meeting community needs.

#Relationships: Team set out to build relationships with the communities built on the Indigenous values and culture, specific to each community.

#Process: Planning came from a place of community strengths.

Beginning/Past

Social Lab:

Tosh Southwick and Davida Wood at Inspire IRP (Inspire. Reconciliation. Potential) Consulting (“IRP”) had been looking to put together the first Northern Indigenous led social lab, specifically to use a lab model to tackle systemic issues, such as the toxic opioid crisis, the housing crisis, and other complex social issues, as fundamental obstacles for inclusion into innovation, entrepreneurial initiatives, and career paths for rural and urban Indigenous communities in Yukon. This also involved building community engagement around a topic that is very sensitive and laden with trauma and grief.

The initiative was born from discussions between Tosh Southwick of IRP, who formerly worked at Yukon University, as associate Vice President Indigenous Engagement and Reconciliation, and Lauren Manekin Beille, the then Department Head of Innovation and Entrepreneurship (I&E) at Yukon University. Through further conversations with Lana Selbee, the Executive Director of Yukonstruct, and Alex Tveit at Social Impact Foundation, the social lab initiative was shaped to be part of the ‘Lighting Up the North’ project.





Connectivity / Digital Equity:

The Connectivity project started with the understanding that First Nations' in Yukon having a community owned Internet Service Provider (ISP) would support communities in closing the gap of digital equity that exists in rural Yukon communities. Taking a systems approach, it further allows Indigenous communities to build pathways to, for example, more robust access to physical and mental healthcare, education, careers and employment. The project also focused on training local community members to maintain and solve ISP issues, to empower the community to hold infrastructure and technical knowledge that enables them to control their own digital equity. It also reinforces community's ability to respond to public hearing processes held by CRTC, which this past year was held in Whitehorse, Yukon. The team and program partners Connect Humanity and Indigenous Connectivity Institute holding this initiative, contributed to the hearing, helping to vocalize the needs of First Nation communities in Yukon.

About 2-3 years ago, IRP started to lead a coalition of First Nations, working with several individuals and organizations. These efforts were led by Tosh Southwick and Patrick Beille, who managed to get the majority of the self-governed First Nations in Yukon engaged. However, delays caused by issues related to finding technical expertise and funding for the project, led to it not proceeding through the original scope of supporting the full coalition of First Nations involved.

When the Lighting Up the North project started, Alex Tveit met with IRP and Patrick Beille, and the team found technical expertise through Connect Humanity and Indigenous Connectivity Institute, and funding to proceed with an initial feasibility study for Mayo, Yukon, from FSC.

Yukonstruct Innovation Week:

Lighting Up the North's work with the Innovation Week began with the determination to look at pressing issues and explore how to activate local capacity to solve them, in addition to raising the awareness and engagement of Yukoners in the innovation ecosystem. This started as a 3-year plan that encompassed holding an annual Yukonstruct Innovation Week with fellow ecosystem partners to share learnings and increase collaboration and connection.

Yukon Investment Challenge:

To strengthen Yukon learning and investment readiness of the ecosystem, the Yukon Venture Angels came together with Yukonstruct, Yukon University Innovation & Entrepreneurship, Spring Activator, and Sustainable Impact Foundation to determine how to develop this initiative and run more training beyond running another impact challenge as completed in 2022. The team decided to run an in-person 2-day event instead. This event was piloted in May 2023 through a partnership with Yukon Venture Angels (YVA) and Spring Activator to provide investment readiness, financial foundation skills and processes, investor education, and tailored workshops for impact entrepreneurs.

Yukonstruct Alumni program:

There remains a greater need than resources are available to engage with alumni across existing entrepreneur programming in the territory, especially in underserved communities. Via a partnership with OUTFRNT, local coaches, and advisors, we identified a need for the development of a framework for an alumni program to build around maintaining the advisory support and networking as well as continue to aid in sharpening of learned skills and desired goals entrepreneurs who have graduated from programs offered.





Connected North

Connected North delivers immersive and interactive education programming through live video conference learning experiences, to 125 K-12 schools in remote communities, mostly focused in the north. They have partnered with all Indigenous elementary, middle and high schools in Yukon.

The program has been made possible through a strong ecosystem of supporters with program delivery managed by registered charity TakingITGlobal, with a goal to provide students and teachers with access to content that is engaging and innovative, with the hope of increasing feelings of empowerment in school and in life. Lighting Up the North began a partnership with Connected North to support their work with Indigenous and rural students in Yukon, and to bridge their work with Yukonstruct and YukonU I&E programs.

Roadmap to Regional Innovation

The development of the Roadmap to Regional Innovation (“the Roadmap”) initiative was a response to the recognized need for a more integrated and collaborative approach to innovation in the Yukon. The region faces challenges stemming from operational silos and a fragmented innovation ecosystem, where diverse groups and sectors often worked in isolation, hindering shared progress and synergy.

Identifying these challenges, the guide and framework was conceptualized to connect these disparate elements, aiming to create a cohesive landscape that encourages collaboration and collective action. The goal was to pool resources, facilitate knowledge sharing, and harness the unique strengths of various community rights- and stakeholders to drive unified efforts towards common objectives.

The initiative is centred around a holistic, systems-based approach, acknowledging the complex web of interconnected factors, stakeholders, and dynamics unique to the Yukon. Key to the Roadmap's development was the emphasis on practicality and real-world application. The initiative sought to translate strategic visions into concrete, actionable steps that could be realistically implemented within the community.

Experiences / Present

#Spirit: Team is flexible and adaptable to meet the needs of each community, there is time built into the processes for reflection from a place of spirit.

#Relationships: Team has built relationships with the communities that are grounded in connection and Indigenous-led methods. Relationships are supportive and reflect Indigenous ways of knowing and doing that are specific to the communities.

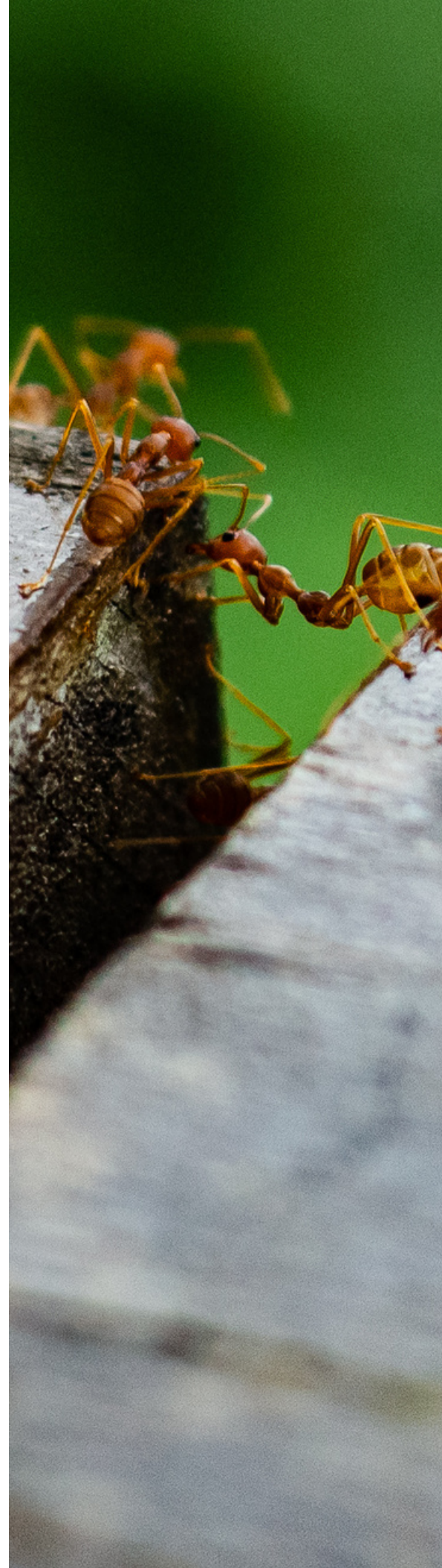
#Process: Planning continues to be done from a place of community strengths, opportunities and sovereignty.

Barriers/Gaps Among the Various Projects:

The Lighting Up the North team was aware there are some challenges in terms of capacity in the North, with many of the organizations overseeing multiple projects and objectives. However, we have worked diligently with community and program partners with track-records of successful project oversight and implementation.

Many of our project initiatives are exploratory and innovative in nature, based on the development of new models, or extensions of previous work. This required that the teams be very aware of local rights- and stakeholders, communities, and their capacity and priorities. To manage this, the teams remained flexible and adaptable to any changing priorities, timelines and methods.

- When conceptualizing the strategy and planning for the Social Lab, the team had difficulty in connecting with local experts.
- For Connected North, capacity was the most difficult. It was challenging for the team to find time meet with Brenda and work out the alignment with the platform.
- The team holding the connectivity project found that the delay in finding technical and funding resources, as well as active diversion tactics from monopolistic actors reduced the amount of First Nations involved.
- Innovation Week found that while they have a lot of ideas they wish to execute, limiting factors persists through capacity, time and resourcing.





Social Lab:

The social lab initiative undertook a deeply collaborative and community-centric approach, centred in the Social Innovation Lab Model*. The lab, under the stewardship of Tosh Southwick, Lana Selby, Lauren Manekin Beille and their teams, convened sessions that were not just meetings but profound gatherings of diverse minds and hearts. The three social lab sessions were marked by a palpable urgency, driven by the escalating drug crisis that continued to claim lives within the community.

Throughout these sessions, the lab's methodology was distinctly human-centered, focusing on harnessing local insights and empowering community members, particularly the First Nations, to lead the charge in crafting solutions. This approach was a deliberate pivot from traditional, top-down methods, where external entities often dictate solutions, to a more inclusive and empathetic model that valued the voices and experiences of those most affected by the crisis.

The lab's environment was one of safety and inclusivity, where participants, including Indigenous people and others directly impacted by the drug crisis, could share openly and vulnerably. This setting, grounded in ceremony, facilitated the emergence of ideas deeply rooted in lived experiences and the specific needs of the community. The discussions and activities within the lab were iterative, focusing on narrowing broad concepts into targeted, actionable strategies. This process was continually influenced and reshaped by the ongoing crisis, adding a sense of immediacy and relevance to the lab's work.

Looking forward, the lab contemplates the dissemination and potential replication of its model in other Indigenous and Northern communities. This forward-thinking perspective underscores the lab's broader societal implications, suggesting that the lessons learned and the approaches developed could be adapted to similar contexts elsewhere.

* Westley, F., et al. Social Innovation Lab Guide;
https://uwaterloo.ca/waterloo-institute-for-social-innovation-and-resilience/sites/default/files/uploads/documents/10_silabguide_final_0.pdf

Social Innovation Lab: THE TOXIC DRUG SUPPLY

WHY A SOCIAL LAB?

We continue to lose people and each loss impacts so many.

This challenge is greater than one person or one community. It is going to take all of us working together to build the solutions required.

Together with 26 social lab participants from all walks of life. Over 5 weeks and 3 intensive lab sprints we developed 8 prototypes to answer the question 'how can we reduce the number of deaths in the Yukon from the toxic drug supply?'

OUR CURRENT REALITY

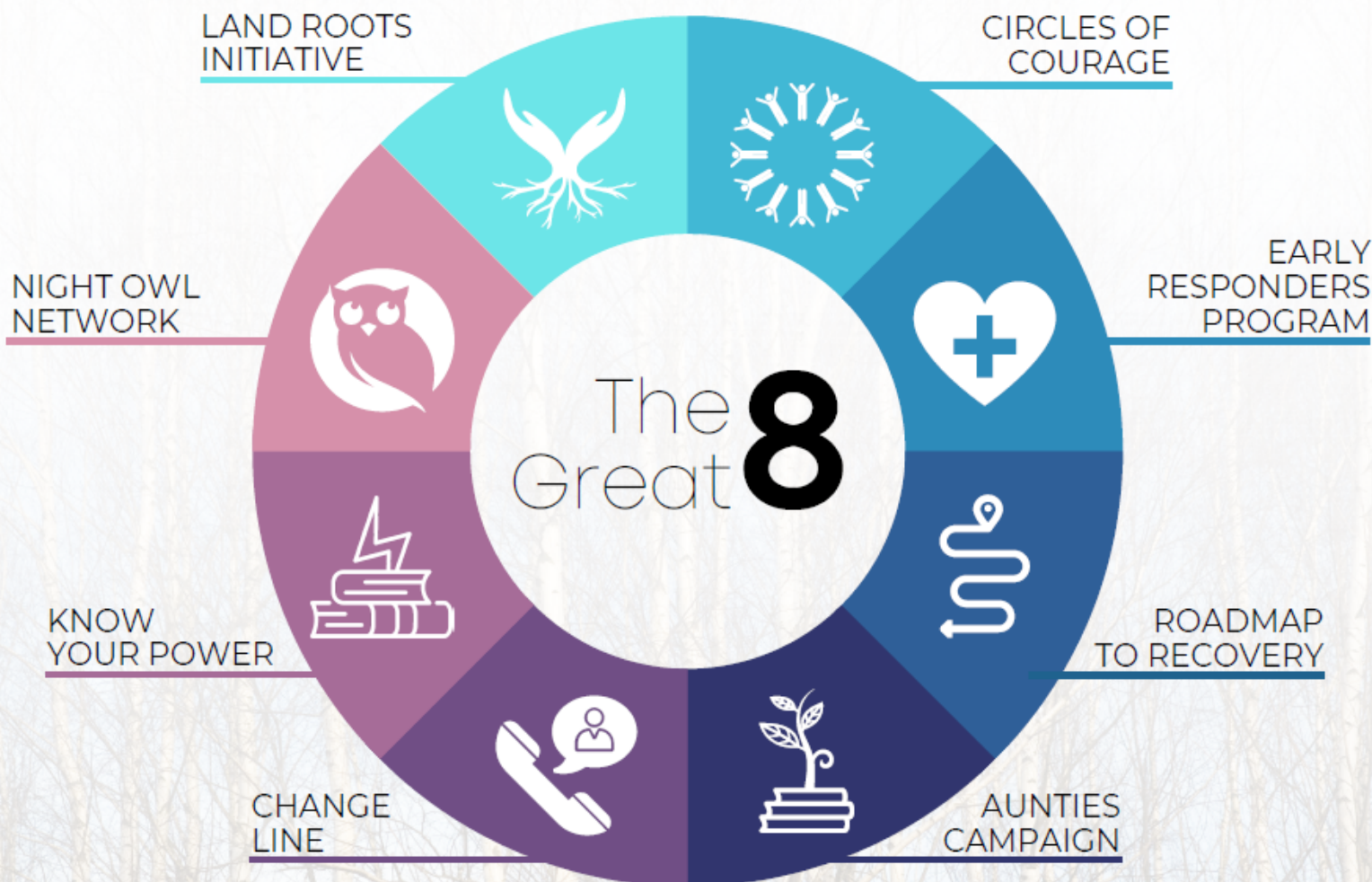
25 YUKONERS
LOST TO
ILICIT
DRUGS SO
FAR IN 2022

76 OPIOID-
RELATED
DEATHS
SINCE
APRIL 2016

HIGHEST PER-
CAPITA TOXIC
ILICIT DRUG-
RELATED
DEATHS

*Chief Coroner Heather Jones, Whitehorse Daily Star, December 16, 2022

SOCIAL LAB RESULTS: 8 PROTOTYPES READY FOR IMMEDIATE ACTIVATION



PROTYPE DESCRIPTIONS

Land Roots Initiative



Explore the use of traditional medicines as a way of healing root trauma through this land-based pilot project. Break trail with the growing research (global and national) and the use of alternative or traditional medicines (mushrooms, LSD, Ayahuasca, Peyote, ketamine, etc.) to treat addictions and mental health.

Circles of Courage



Circles have healed for centuries, and this idea proposes to make them routine across the territory. Led by community leaders, aunties, organizations, caring community members, family members, or anyone else, this is a time to gather and support one another. Circles can be designed for users, front-line workers, and family members.

Early Responders Program



The social lab group identified that some communities already have Community Safety Officers (CSOs) and increase training and support in response to opioid emergencies in advance of medical responders arriving. The officers could also support the follow-up process post-overdose, in partnership with other services.

Roadmap to Recovery



For many looking to access services websites can be very complicated and often not user friendly. This early version of an app helps people get exactly what they need to connect and receive live support.

Aunties Campaign



For those people who want to help and don't know how. The Aunties Campaign is a mobilizing tool to give people who want to do more, the resources to build from.

Change Line



A 1-800 number that transfers calls and texts directly to support. The line could be accessed by a user or family member needing immediate support. This is an easy and accessible solution designed to give local, safe, and educated support to people who need to a change now.

Know Your Power



Develop a high school program designed to answer today's biggest problems for youth and the critical future skills they need: drug education, confidence building, leadership, cultural and community awareness.

Night Owl Network



Transform the availability and services offered through the outreach van by adding a late evening shift from 10 pm to 3 am and extend the hours of the Supervised Consumption Site. Explore an additional outreach van to encompass the safe ride program.

Connectivity/Digital Equity:

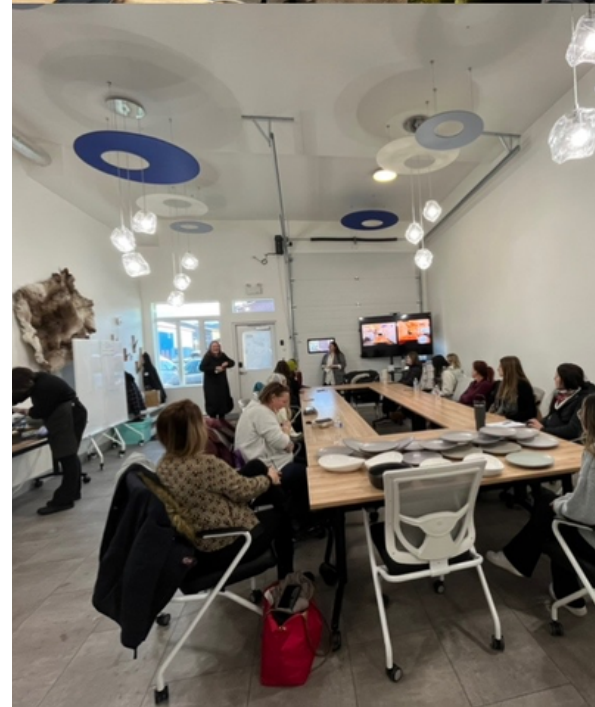
The initiative to establish an Internet Service Provider (ISP) for the First Nation of Nacho Nyak Dun (“NND”) in Mayo, involved a comprehensive process, beginning with contracting support to explore opportunities and gather essential data on the physical environment and connectivity requirements. This effort was bolstered by securing additional funding from Mastercard Foundation, complementing the initial investment from FSC. This financial support enabled the hiring of technical experts, conducting pilot installations, purchasing hardware, and organizing training programs. The project team also developed communication materials to keep partners informed and facilitate efficient knowledge sharing. The recommended solution for NND encompasses a not-for-profit business model offering free internet to users, the formation of a non-profit legal structure for governance, and a technically feasible, maintainable, cost-efficient, and flexible technical solution. This solution includes a pilot installation of ten buildings in fall of 2023 and a training program, ensuring the project meets the immediate needs of the community while being sustainable and adaptable.

Yukonstruct Innovation Week:

After years of virtual events, the warmth and energy at Yukon Innovation Week 2022 was palpable. The innovation week project was a successful week-long event that created engagement and networking opportunities around innovation with the Yukon, including First Nations and rural communities. The event incorporated a number of panels, including one sharing lessons learned from the Opioid Social Lab and an awards celebration to celebrate the accomplishments of the innovators; a number of which were awarded to Indigenous entrepreneurs.

The project team was also able to hire a contractor to expand the reach to a broader audience and to connect specifically with Indigenous peoples.

A walk around the Whitehorse waterfront and town was also held to incorporate and share the local First Nations history. The leader of this walk is now continuing to offer it on an ongoing basis; indicating they were thankful for the opportunity to put words to the local Indigenous knowledge into a walking tour.





Yukon Investment Challenge:

To build on the impact challenge held with the same partners in 2022, a follow up in person 2023 event was held. This 2-day event hosted by Yukonstruct and Yukon University I&E focused on educating entrepreneurs and investors in the Yukon on investment readiness, and provide space for pitching sessions that also included non-Yukon based organizations. The event provided two days of training on investment readiness, financial foundation skills and processes, investor education, providing connections between early-stage companies and investors through tailored workshops and speaking engagements for impact entrepreneurs with 6+ experts.

From this work, the project team found that there is a need for basic early financial literacy. While there are a lot of entrepreneurs, they are not necessarily investment ready. The project team seeks to determine how best to support the learning curve process moving forward.

Yukonstruct Alumni program:

The project was contracted to Outfrnt, who included reporting on other similar alumni programs that exist throughout Canada through a jurisdictional scan. Outfrnt then sought to determine how an alumni program would look in the Yukon through conducting a Needs Assessment in February 2023. The Needs Assessment report reviewed the current operational and financial capacity of Yukonstruct and offered strategic recommendations on how to support program alumni, address capacity constraints, share information. The next step is to determine how the report can influence programs geared for alumni, and draw on funding programs such as Innoweave, which can provide up to \$10K for coaching and feasibility studies, to support alumni that run for-purpose organizations. This could support a big part of the coaching that many alumni organizations from Yukonstruct need, once they graduate the program.

Connected North

The funding allocated for Connected North has been instrumental in facilitating the delivery of inspiring learning experiences to students, including content that highlights First Nations, Métis and Inuit role models and is aligned to well-being priorities (e.g., connection to culture, identity and hope for the future).

- During the 21-22 school year, Connected North grew to serve 30 schools across the Yukon (14 outside Whitehorse), with the delivery of more than 600 live learning sessions, an increase of more than 120% from 20-21.
- During the 22-23 school year, 22 schools participated in 5+ Connected North experiences.

Through this partnership, Yukonstruct's Lighting Up the North team determined that alternative language to Entrepreneurship, such as Small Business had a positive impact.

Yukonstruct invested in STEM workshops to increase capacity as well as adding content to the Connected North platform. The team had many ideas for program content, but rested on three programs that were recently posted to the platform:

1. Entrepreneurship in General (Grade 5-12), focused on exploration and fun engagement.
2. How to Pitch an Idea (Grades 8 – 12), focused on public speaking and clarifying ideas.
3. Tour of the North Light Building (Grade 5-12), students are invited to do a workshop in the Maker Space.

Roadmap to Regional Innovation

The development of the Roadmap was an exercise in creating a versatile and adaptable framework, designed to guide cities, communities, and ecosystems in fostering innovation and addressing complex social challenges. While the Roadmap was collaboratively developed with insights from the Yukon experience, its structure and approach are general in nature, making it applicable beyond the specific context in Yukon. The process involved synthesizing a wide range of information, drawing from diverse sources and expertise to ensure its relevance and applicability across various settings. This meticulous compilation of data and perspectives resulted in a strategic framework that not only serves as a valuable tool for the Yukon but also offers a blueprint for other communities seeking to navigate and resolve their unique challenges through innovative and systemic approaches.







#Spirit: Team built in, and took time to, reflect on the process from a place of spirit.

#Relationships: Relationships were supportive; with open two-way lines of communication between the project team, partners and communities.

#Process: Processes were evaluated using Indigenous values and community sovereignty in whatever way that looked like for each community. The processes were validated by the communities and project partners to ensure relevance and utility.

Transition:

Similar to Yukonstruct in its beginning stages, many of the Lighting up the North team(s) found that there has been a transition in spirit and relationships throughout the project lifecycle. In that it has taken time to build connections (building relationships and trust takes time) within the community that requires a phased approach.

Social Lab:

For the Social Lab, the work initially started with the acknowledgement that working to tackle complex social issues like the toxic opioid crisis, takes time and trust. How do we get the community engaged, help them get informed, and get them involved? How do we get them to care?

Challenges also relate to how we collaborate across sectors and across different community groups, when trust and relationships often are broken. Specific challenges arose through understanding that it was difficult to find champions for different prototypes, and also have have stakeholders such as Yukon Government appreciate the take away from a social lab that they were not involved in, based on the fact that their involvement, even as a silent observer, would have made the gatherings not a safe place to share individual and community stories, around such a sensitive and trauma filled topic.

Connectivity/Digital Equity:

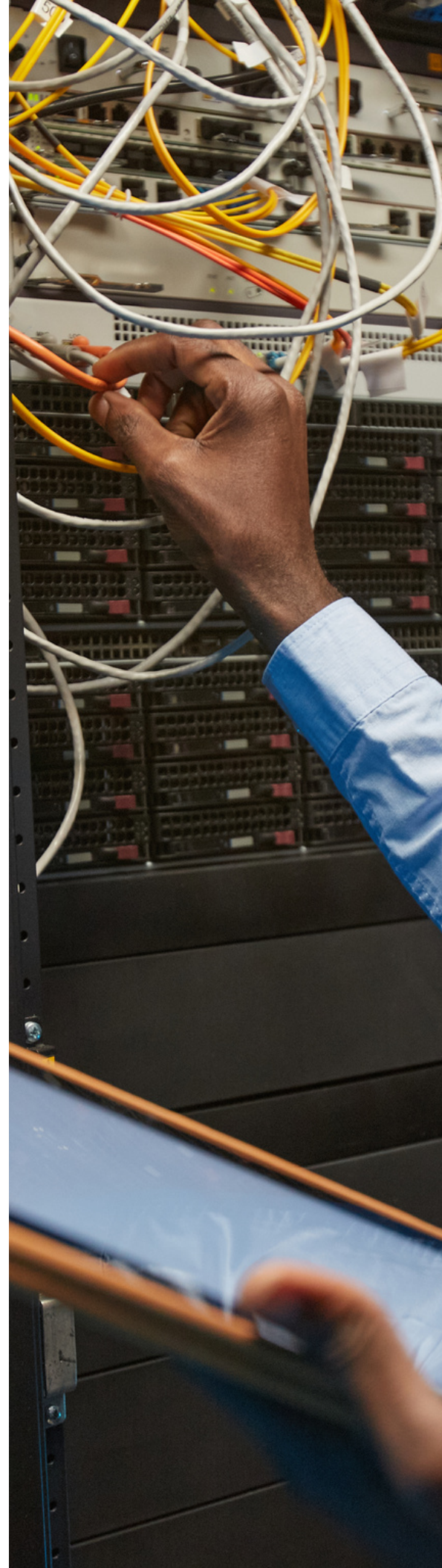
Despite the challenges faced in developing the infrastructure needed to support a community owned ISP, the team and partner organizations have continued to move forward with a pilot installation. This involves understanding some of the issues related to capacity, community education, as well as how we can build on the pilot installation through other initiatives. The issue of digital equity in First Nation communities in Yukon is interconnected with other systemic issues, such as access to education, mental and physical healthcare, paths to careers and employment, as well as in general participation in a fast growing digital society.

- How do we continue to work with our partner organizations to develop and adapt existing online training materials through an Indigenous lens to ensure they are accessible, inclusive, and culturally competent?
- Looking to co-develop an advanced training program to level capacity up in various areas (e.g., the areas of network security, standards development, Internet Exchange Points, etc.) with Indigenous people already working in networking.
- As partner of this and future initiatives, the Indigenous Connectivity Institute will work with colleges and universities to drive the development of culturally-appropriate training programs that respond to the unique needs of Indigenous students

Yukonstruct Innovation Week:

Innovation week has continued to engage the community in preparation for the upcoming event in November 2023 through partnerships to reach out to students and faculty. The team is relying on radio stations in the First Nations and Dawson, going to schools to highlight things the team has accomplished, and to offer to partner with people outside the space of Yukonstruct to bring them in and make them feel welcome.

This ongoing project, which was funded by FSC in 2022, continues to adapt and learn from prior events, especially with a focus on engaging with community.



Yukon Investment Challenge:

Entrepreneurs in the Yukon exhibit vibrant innovative potential, but many lack the financial literacy and investment readiness to fully realize their ideas. Simultaneously, local investors, who are more attuned to the unique context and challenges of the Yukon, require guidance to effectively nurture and support these entrepreneurs. This dual educational need signifies a gap in the existing support structures within the innovation ecosystem.

The insights gained during this transition are crucial for the strategic planning of future initiatives. They exemplify the overall project's capacity to adapt to emerging challenges, building resilience and a commitment to continuous improvement.

This phase provides invaluable lessons for guiding future projects within the "Lighting Up the North" framework, aligning future efforts with the nuanced needs of both entrepreneurs and investors in the ecosystem.

Yukonconstruct Alumni program:

Yukonconstruct's assessment report revealed a mismatch between the demand for services and the supply of staffing resources available to meet business support needs. Addressing this discrepancy is crucial for the organization to achieve its mandates effectively. An ongoing effort is needed to ensure value addition for the entrepreneurial ecosystem and the success of the startup space. This effort includes facilitating access to additional business support for alumni post-graduation, which necessitates additional resources to ensure the feasibility of this initiative.

The report highlighted that personalized services, such as coaching and one-on-one mentor time, received positive feedback, indicating the importance of tailored support for businesses facing a variety of uncertainties. The diverse range of barriers, unknowns, and challenges identified through ecosystem feedback underscored the need for a more structured approach to supporting businesses and providing the necessary tools and support entrepreneurs need after completing their programs.

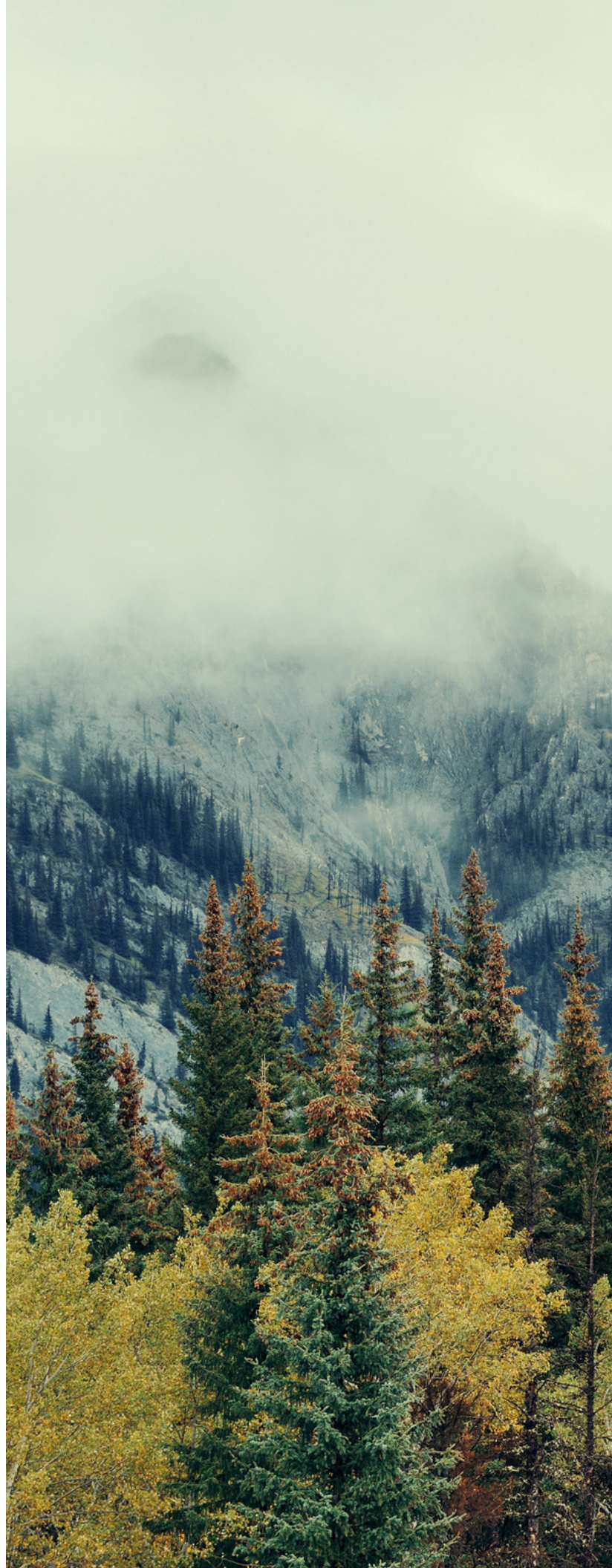


Connected North

A key realization for the collaborative conversation between the partners working the Connected North initiative, was the necessity of interconnecting various youth-oriented programs in Yukon to disseminate region-specific knowledge effectively. This insight points towards a more collaborative and unified approach in educational programming, ensuring that resources and expertise are shared for the collective benefit of Yukon's youth.

Roadmap to Regional Innovation

The Roadmap addressed the fragmentation in Yukon's innovation ecosystem, where organizations often worked in isolation, leading to a lack of cohesive dialogue and vision. The initiative focused on developing strategies to enhance cross-sector communication and collaboration. Emphasizing a holistic approach, the Roadmap aimed to streamline the flow of dialogue and integrate plans to address complex social issues more effectively.





#Spirit: Team members are culturally competent and inclusive. These values are reflected into the work they do. They are enthusiastic and have confidence that they can do what they set out to. All of which leads back to spirit.

#Relationships: Team continues to build relationships with the communities while applying principles of Indigenous position, equity and inclusion.

#Process: Planning continues to be done from a place of community strengths, opportunities and sovereignty.

Future State: Next Steps

Yukonstruct will continue to collect and record data to inform the overall evaluation of the programming. The team intends to continue to build pathways for community outreach and advocate for the needs of Yukon communities, acting as a bridge to enable outsiders to understand what is happening in the communities. They will continue to seek out community experts and facilitators to lead and support the programming/events. With the ultimate goal that this work will create a template for how to amplify entrepreneurs, innovators, and investment in many other communities in the North.

Social Lab:

Building on the foundational work of the Social Lab, there's a recognition of the need for a holistic approach and multi-stakeholder collaboration. The lab's methodologies and insights are informing further initiatives, such as 'A Way Forward' and the Sacred Fires. The latter, conceived as a response to the crisis of disconnect and loneliness, involved traditional gatherings and confirmed the deep isolation in communities and the importance of connection and belonging.

The initial success and momentum generated by the Social Lab initiative under the Lighting Up the North project, supported by FSC funding, have paved the way for additional support and recognition. This success has led to further funding from the Yukon Government, enabling the continuation and expansion of vital work such as the 'A Way Forward' initiative. This additional funding represents a significant endorsement of the lab's methods and objectives, acknowledging the importance of its work in addressing complex social issues within the community.



Connectivity/Digital Equity:

The future trajectory of the Connectivity project, backed by funding from FSC and the Mastercard Foundation, positions Mayo as a potential model for other regions and organizations in Yukon and elsewhere, striving for digital equity. Initiative partners not only aims to bridge digital divides but also aspires to become a leading voice in advocating for community-owned Internet Service Providers (ISPs), data-, and spectrum sovereignty. This advocacy is crucial in challenging the monopolistic tendencies of the ISP system in Canada, thereby contributing to a more equitable and diverse digital landscape.

Collaboration with partner organizations, including the Indigenous Connectivity Institute, is key in amplifying this advocacy. These partnerships will focus on developing advanced training programs tailored to Indigenous communities. It will also allow for building pathways to other interconnected initiatives, such as those run by Yukonstruct, Yukon University, Connected North, as well as new initiatives such as the Tech and AI Stewardship gathering, which involves learning about technology through creating an environment for intergenerational dialogue between Elders and youth in Yukon First Nations.

Yukonstruct Innovation Week:

Looking ahead, Yukonstruct Innovation Week plans to maintain and expand its collaborative engagements with program partners. The 2023 event will be informed by past experiences and directed towards reaching a wider audience, with a particular emphasis on First Nations involvement. The ongoing aim is to cultivate an inclusive, diverse innovation week that not only showcases local advancements but also creates a platform for meaningful dialogue and collaboration across the broader Yukon community. This forward-thinking approach is pivotal in fostering a vibrant and inclusive innovation ecosystem that resonates with and benefits the entire region. (Link to [Hall of Innovators Awards 2023](#))

Yukon Investment Challenge:

In response to these insights, Yukon Venture Angels is planning to launch a weeklong course aimed at accelerating the investment readiness of local entrepreneurs. This initiative is part of a broader strategy to establish a new impact fund or cooperative investment model in the region, an effort that aligns with the lessons learned from the Investment Challenge. The focus will be on educating both entrepreneurs and investors, enhancing understanding of mentorship and connector roles, and exploring new funding mechanisms for the territory. This forward-looking approach aims to bridge the identified knowledge gaps, fostering a more robust and investment-ready entrepreneurial landscape in Yukon.

Yukonstruct Alumni program:

As the Yukonstruct Alumni Program looks to the future, a critical step is securing funding for a Business Support Coordinator role. This position is envisioned as a cornerstone in developing an alumni support program, acting as a catalyst for more structured and continuous engagement with program graduates. There's also the potential to draw in funding support from programs such as Innoweave, the McConnel Foundation's funding initiative, in a continued effort to explore effective ways to provide ongoing coaching support to alumni. This effort reflects a commitment to addressing the unique challenges and opportunities faced by entrepreneurs post-graduation. The integration of such targeted support within the broader entrepreneurial ecosystem is necessary for nurturing a thriving community of interconnected, successful business owners. The focus remains on ensuring such a program can remain adaptive and responsive to the evolving needs of Yukon's entrepreneurial landscape, thereby fostering sustainable growth and development.



Connected North

Looking ahead, Connected North aims to expand its curriculum to include more business, entrepreneurship, and innovation-focused content as it becomes available from other program partners. This continued adaptive strategy will also explore offerings in communities with acute needs, such as Mayo. The focus will be on refining and enhancing existing programs to better serve the educational and developmental needs of the youth.

Through a holistic lens, it underscores the importance of integrating various educational and developmental aspects to foster a well-rounded learning environment. This approach is essential in addressing the diverse needs of students and ensuring that they are equipped with the skills, knowledge, and inspiration to succeed in their academic pursuits and beyond.

Roadmap to Regional Innovation

Currently and going forward, the Roadmap is being leveraged as a tool for various new initiatives, such as addressing a multi faceted and complex social issue as the drug crisis in Yukon. This included an initiative titled "A Way Forward," a report largely based on community initiatives adopting a systems approach to tackle the drug crisis, funded by the Yukon Government.

Other current initiatives underway that involves aspects of using the Roadmap, include:

- Facilitating a Tech and AI Stewardship gathering to promote intergenerational dialogue on technology among Yukon First Nations' Elders and youth.
- Tackling complex social issues like the housing crisis and child welfare system.

Additionally, Yukon will participate in a pilot project with 5-6 other communities, focusing on utilizing the Roadmap and adopting a systems approach to community innovation. This will enable Yukon to knowledge share and collaborate with other pilot communities, as well as share Yukon based insights and perspectives to communities elsewhere in Canada and internationally.





Fostering Sustainability through Systems Thinking and Deep Scaling

As we reflect on the journey of the "Lighting Up the North" project, it's evident that our path has been more than just a series of individual steps; we have sought more holistic progression towards a deeper, more integrated approach to community empowerment. This evolution has highlighted the critical need for a systems approach to initiatives and funding – one that values continuity, sustainability, and adaptability.

Looking forward, we aim to further strengthen this methodology by emphasizing adaptive learning and collaborative knowledge sharing.

Combining Systems Approach with Scaling Deep

It's about changing mindsets and behaviors, not just expanding reach. A systems approach, when combined with scaling deep, ensures that initiatives remain practical and tangible. This means focusing on the cultural, relational, and narrative aspects of change, alongside traditional measures of expansion. This approach resonates with the emphasis on building local capacities and fostering deep, contextual innovations. It's about grounding initiatives in the realities of the communities we serve, ensuring they are relevant, impactful, and sustainable.

Adaptive Learning and Knowledge Sharing

Building mechanisms and a culture for knowledge sharing and collaboration is fundamental for the work that we are doing within the ecosystems that we work with, but are also crucial to cross sectors and regions. We would going forward want to champion this through helping shape platforms and processes for continuous learning and exchange of ideas among partners within the Future Skills Centre Northern Skills Strategy.

Encouraging open dialogue, sharing successes and failures, and fostering a culture of experimentation and feedback are key to Northern innovation based in continuity and sustainability.



Continuity and Sustainability of Funding

The "Lighting Up the North" project's journey has highlighted the critical need for a systems approach to funding, one that transcends the limitations and narrowed focus of traditional funding mechanisms. This approach is founded on the recognition that complex social and environmental challenges require holistic solutions, which can only be achieved through long-term, sustained support.

Working in ecosystems to tackle systems change and complex social and environmental issues, where isolated impact efforts fall short, we need funders who not only appreciate but champion a systems approach. This means investing in initiatives that are interconnected within the ecosystem they operate in, ensuring that funding mechanisms are adaptable, flexible, and sustainable. The goal is to establish continuous and sustainable funding mechanisms that reflect the principles of systems thinking, thereby fostering long-term viability and effectiveness of community projects.

The Future Skills Centre's experimental funding mechanism, exemplified in initiatives that are varied yet intricately interconnected, demonstrates the potential of this approach when supported appropriately, all contributing to a holistic impact on the community.

In transitioning from specific projects like "Lighting Up the North" to a broader, long-term focus, we seek to continue to demonstrate the effectiveness of this approach through involvement in future initiatives, such as the community based pilot with Sustainable Impact Foundation Living Lab, which will working with a Learning Lab for funders. These labs will serve as platforms for educating funders, piloting community-based initiatives, and providing real-life examples of the impact of a holistic systems-based approach.

Appendices

Contents

1. Micro-Project/Prototype Descriptions spinoffs from Social Lab
 - a. Summary of 'A Way Forward' Report.
 - b. Way Forward Dinner Event for Business Leaders and Knowledge Holders
 - c. Sacred Fires
 - d. Newsletters + Two-page spread in What's Up Yukon
 - e. Muuvment Educational Campaign Prototype
2. Connectivity/Digital Equity
 - a. ICI Infographic for NND
 - b. ICI Nalukataq: Developing an Indigenous Workforce to bridge the digital divide
 - c. ICI - CRTC Calls to Action
3. Yukon Innovation Week
 - a. Kick-Off Event
 - b. Yukon Innovation Week webpage
 - c. Hall of Innovators Awards 2023
4. Yukon Investment Challenge:
 - a. Blog post reporting on the event
5. Outfront Needs Assessment Report, Yukonstruct Alumni program
 - a. Link to report
6. Connected North
 - a. Connected North platform
 - b. Fireside Chats
7. Roadmap to Regional Innovation
 - a. Link to Report

A WAY FORWARD REPORT & PROPOSAL

SEPTEMBER 2023

Prepared for :

**Government of Yukon Mental Wellness
& Substance Use Services**

Prepared by:

Lauren Manekin Beille

Appendix 1a

The "A Way Forward" report presents an in-depth analysis and response to the complex challenges facing the Yukon community, with a particular focus on the escalating toxic drug crisis. The report emphasizes the intricate nature of the crisis, which extends beyond substance use to encompass issues of disconnection, understanding, and a lack of shared responsibility within the community. It advocates for a multifaceted approach to public policy, encompassing decriminalization, harm reduction, and legalization of substances. This approach draws upon political science concepts and emphasizes the importance of legitimacy in public policy. The report also delves into the role of collective intelligence in forming a collective consciousness within democratic and deliberative forms, suggesting the use of artificial intelligence applications to address community issues.

The report advocates for the development of collaborative projects and prototyping work, bringing together diverse community members to create shared goals and solutions. This approach combines human-centered and systems thinking models, aiming to cultivate creative solutions by understanding connections and interactions while focusing on empathy. In this context, the report reflects on the grassroots movement emerging from community outreach efforts, emphasizing the creation of a sense of belonging and community to address societal issues effectively. The grassroots movement is documented as a pivotal element in building a more empathetic and interconnected community response to the crisis.

Furthermore, "A Way Forward" includes insights from in-depth interviews with prominent business leaders within the Yukon community, shedding light on various perspectives and ideas for addressing the crisis. The report concludes with a strong emphasis on empathy and shared humanity, advocating for a profound exploration into these concepts. It calls for a reconnection with the essence of shared humanity as a means to address the crisis, highlighting the critical role of community engagement, understanding, and collective action in overcoming the challenges faced by the community. The report positions empathy and shared humanity at the forefront of its proposed solution, underscoring the need for a compassionate, inclusive, and community-driven approach to tackle the complex social issues in Yukon.

A WAY FORWARD GATHERING FOR BUSINESS LEADERS & KNOWLEDGE HOLDERS



Appendix 1b

Way Forward Dinner Event for Business Leaders and Knowledge Holders

The Way Forward Gathering took place in June 2023 and invited members of Yukon's business community to discuss issues, ideas and solutions related to the harmful effects of the toxic drug supply in Yukon communities; The "business community" in this context means Yukon's private sector businesses.

This Gathering incorporated Indigenous perspectives by having Indigenous co-organisers, cultural elements incorporated in the event, and inviting Indigenous knowledge holders and businesses to be active participants in the gathering.

The evening effectively took an opposite approach to this historical relationship dynamic by asking the business community to come to the table to listen, generate ideas and solutions themselves. Each guest closed the evening with an "ask" of something they needed from the group, and a "give", an offering of something back. Answers varied from action oriented to, "if you need me, I'll be there," responses. All left with a call to action to determine how best our communities can implement integrated solutions that have buy-in, partnership, and investment from all sectors and areas moving forward.

Notable takeaways:

- Mark Wykes now offers Naloxone Kits at Independent for the public.
- Wendy Tayler and the entire staff at Alkan Air got certified in the delivery of Naloxone.
- Nine people expressed interest in a Lab type experience to address the question, "How might we stop people from using alone?"
- Doronn Fox started a [Facebook Page](#) and committed to ongoing work with his network.

A WAY FORWARD

Leave your two cents here!



MORE LESS JUDGEMENT **SOBER TOWN**



LONG-TERM VISION

What gives you hope?
Coming together!
Seeing what others do
Holding ceremony!

The drugs are newer... how long to recovery now? physical + mental

When you become sober - you are like a baby, learning skills again

SAFE CONSUMPTION
BLOOD TIES
Support for both living and dying with dignity
CHOICE

We break ourselves against our values. We don't lose them.
- Grandma Bev Wood

CARE

RECOVERY TOOLS

NEED TO BRIDGE

INTO STABLE NEW

WAYS

HOUSING

Now I have a home but my friends are all downtown. IDEAS..

Free public transit? yes!
TRANSITIVITY PUBLIC TRANSIT!
RIDE SHARE
CAMPS & ROUTES IF NECESSARY (at least for a while)
USE PUBLIC SPACES (in a respectful way).

"When I came out of care, I didn't know how to cook... I didn't have basic skills."

People coming out of care, out of prison... haven't had a chance to experience how to live a better, healthier life.



Culture saved my life... I grew up not knowing my identity. Now we can continue on... We share. John
How can a person picture something they've never had?

DRUG DEALING: expose dealers

DEALERS LIKE HERE:

See me... **HERE I AM!**
Solutions need to be based on people in their lives... Like getting out on the land for mental wellness.

More **Gatherings**

Babies to Elders... Like this one

Lisa: We responded to the need for after treatment care - we started the **SPRING HOME SOCIETY** for safe, non-judgemental continued recovery. We are on our way to building our first home. WHAT BRINGS YOU JOY? supported



SKILL BUILDING
• life skills
• homesteading skills
• hunting skills

Connect



Responding to the opioid crisis — Summer Solstice Gathering at Fish Lake 2023

A WAY FORWARD

THIRD SACRED FIRE A WAY FORWARD

JULY 12TH 10 am to 10 pm

LONG LAKE Day Use Campground



For more information please contact:

Dorann Fox • 1 (867) 335-4479

foxdorann@gmail.com

Lauren Manekin Belle • 1 (867) 333-5708

lauren.m.belle@gmail.com

After weeks of canvassing the Yukon community we've decided to hold another fire and meeting later on July 23rd. The Yukon community is expressing more needs and information. We will honour that need at this time.

Snacks, coffee will be available all day, dinner is at 5pm, followed by community circle with updates and information being shared on next steps. We're planning two community circles, 1pm - 4pm and 6pm - 9pm.



Appendix 1c

Sacred Fires

In May, after several interviewees had confirmed that one of the crises we are in is a crisis of disconnect, loneliness, and lack of belonging, I connected with Doronn Fox, a KDFN citizen and Fire Keeper. We decided to use the traditional gathering of Sacred Fire as a way forward to invite Yukoners to learn, hopefully understand and build a new and healthier story together.

We had over 100 people at the fire that was located at Long Lake and 85 on top of Fish Lake for the 24hr Fire on Solstice.

The Fires confirmed that:

- People are deeply isolated, scared, and hurt.
- Coming together after COVID (for some it was their first public event since March 2020), was impactful toward their sense of belonging and connection via telling their stories as well as listening to others'.
 - Coming together, sharing stories and experiences, and listening to others builds connections that are deeply missing today and are a part of our pain and suffering. This suffering is a reason people say they are using substances.
- So few people have ideas, especially ideas that can immediately influence the trajectory of the crises we are experiencing.
- It is possible to create safe places that allow people to come together with their “others”, feel welcome, and deeply open and share. More spaces and occasions to do this would deeply benefit the goal of connecting our diverse community.
- When we are face to face, openly sharing and listening, remaining curious, and in genuine conversation, we move forward toward addressing our stigmas.

For the couple hundred attendees, the sharing circles at the fire were powerful.

Appendix 1c continued

Sacred Fires

Many people:

- felt that the fires were true demonstrations of reconciliation where people from different backgrounds and experiences came together to reimagine and recreate a new future,
- described feelings of hope thanks to this new group gathering,
- met that otherwise wouldn't have and connected after the fire,
- were motivated to stay engaged and spread the word for more folks to come out to learn and support,
- shared stories they'd never shared before and found comfort in being supported by dozens of new people.
- showed up and shared their worries and anxieties about not knowing enough or feeling out of place but were open to learn.
- had been hiding in their own loneliness and found a new sense of belonging. And so much more.

At each fire, about 10 people came from "my network", which is a small number after I invited over 130. When I asked for feedback as to why people did not come, I learned the following amazingly raw reasons that have helped me understand what next steps are needed to get to a more educated, outwardly caring, and supportive community:

- "I don't feel comfortable at a Sacred Fire. That is not my place, culture, or way."
- "I don't want to be harassed, accused, or get into difficult conversations."
- "I do not have answers for this crisis and don't want to be put into a situation where I am asked for something I do not know how to fix."
- "I can't sit through any more stories of pain and suffering."
- "I have privileges that so many people don't, who am I to go around and talk about suffering and hardship?"
- "I have nothing to give. I'm already burnt out."
- Vacation, prior plans, etc.

Media coverage and outside promotion included:

- Coverage from [CBC](#) & [Whitehorse Star](#) on the First Sacred Fire
- [YFNCC May Newsletter](#)
- [FYNCC June Newsletter](#)
- CBC is currently developing a mini-documentary after spending the 24hrs with us at the second Fire

Appendix 1d

Two-page spread in What's Up Yukon (August 23, 2023) which were printed by community into posters for International Opioid Awareness Day

14

whatsupukon.com

August 23, 2023

August 23, 2023

whatsupukon.com

15

"I wish people understood the power of addiction. I think many people don't understand the powerful hold it has on an individual and that it is not as easy as deciding one day to quit. I have also learned that the vast majority of users are victims of trauma in one way or another."

- MICHELLE MCKENZIE

WHAT IS HAPPENING DURING AN OPIOID OVERDOSE?

Opioids, especially strong ones like fentanyl, can easily overwhelm someone's system. The biggest risk is that as parts of the body begin to shut down, breathing will slow or stop, leading to brain injury or death.

HOW TO SPOT AN OPIOID OVERDOSE?

- Breathing changes - less than one breath every 5 seconds, snoring or gurgling noises, or breathing stops;
- Pupils are tiny;
- Use or fingernails start turning purple, blue or grey, skin is cold and clammy;
- Does not respond to yelling or a chest rub; and
- Unconscious or coming in / out of consciousness.

DRUG GLOSSARY

Opioids - Drugs used to relieve pain. Forms include carfentanyl, codeine, fentanyl, heroin, morphine, methadone, and oxycodone. Opioids are respiratory depressants. They slow down your breathing and heart rate.

Fentanyl - A potent synthetic opioid that is much stronger than heroin and morphine. Fentanyl is often used in the medical field to treat severe pain or in surgeries. Fentanyl used outside of prescription use can have a high risk of overdose. Fentanyl can be sold in pill or powder form and is often smoked or injected.

Crack Cocaine - A stimulant that often causes euphoria and bursts of energy. People cook cocaine with baking soda to create crack, a smokable form of cocaine.

For further information, please visit www.sbf.org/topic/harm-reduction

HOW TO GET A NALOXONE KIT

People at risk of drug overdose, or are likely to witness a drug overdose, are encouraged to get training and carry with them an overdose response kit (injectable or nasal naloxone kit).

For a kit, please visit Blood Ties, EMS, KDFN Health Center, or Independent. For training for yourself, your family &/or business, contact Blood Ties or EMS.

YUKON'S GRASSROOTS MOVEMENT

© Omi Levins 2023

Do we care anymore that the substance use health emergencies are still continuing? Since early 2022, there have been several opioid crisis emergencies declared throughout the Yukon. There were no boundaries. People have died from overdoses in Copper Ridge, Riverdale, 405 Alexander, Mayo, Old Crow, and Carcross.

If we do care, what will it take to have more people stepping in to help curb the devastating toll it's still taking on all Yukoners, directly and indirectly? And if we want to help, where do we start?

Those are the questions I've been asking myself about this complicated situation for several years now. The only way I could find answers was to educate myself and connect with people actually doing the work, not just talking about doing it. In the advocacy work I have done since my own homelessness in 2018, I realized how homelessness, the pain of trauma, and addictions are very interrelated. This was confirmed again at a June 8th gathering I participated in with concerned business leaders and knowledge holders. There, Jeremy Jones (CEO of Triple J's Canna Space) gave an informative and heart-felt presentation that can be summed up as "addictions result from unresolved trauma and pain."

The theme of this year's International Overdose Awareness Day is "Recognizing Those People Who Go Unseen." To me, the key words here are PEOPLE and UNSEEN. People struggling with, and even dying from addictions are not numbers or objects or projects. They are human beings, who according to extensive research (including by Vancouver-based Dr. Cabor Maté) need love, care, help and understanding, without judgment or stigma.

People from all walks of life, including all levels of municipal, territorial, federal and Yukon First Nations governments, NGOs, business owners, health care workers, youth as well as those who have recovered from or are still living with addictions themselves are looking for solutions. We've held conferences, forums, focus groups, one-on-one meetings, and Sacred Fires. As people gathered, many ideas, micro-solutions, and projects were discussed, and important connections were made. With the right nurturing, this can grow into a movement that can change our Yukon community from a grassroots level.

One thing is clear, we must do more and faster. The 49 people that gathered in early June concluded that we needed to focus on education and the power of human connection and care. Many committed to helping fuel a healthier community by informing themselves, connecting more openly with others, and attending events like the one on August 31st with Blood Ties Four Directions and CYFN (Council of Yukon First Nations) to show our support. We need to continue growing, in whatever way we can, the momentum that has started in the Yukon.

Three areas need our immediate attention for us to get through this. First, we need our governments to invest in societal systemic change. That's very hard work, which is why we are not asking them to do it alone. Today, more than ever, there are people ready to dive deep in partnership. Suffering is helped by relationships, not transactions. Second, we need to more heavily resource those in our community who are doing harm reduction work such as Blood Ties. Finally, we need everyone to learn more about this situation so myths and misunderstandings are cleared up, which will in turn decrease stigmas. These stigmas are keeping us from clearly seeing and focusing on solutions that will lead to a healthy and thriving Yukon community.

What is YOUR part in this? How will you contribute to something larger than you - this growing grassroots movement - on behalf of all of us?

IF YOU WANT TO

- CONNECT WITH THIS GROWING RIPPLE MOVEMENT,
- GET MORE INFORMATION, AND
- FIND OUT MORE ABOUT HOW YOU CAN HELP WITH THE OVERDOSE CRISIS,

YOU CAN

- SIGN UP FOR A GRASSROOTS NEWSLETTER AT [BIT.LY/CRISISINFO](https://bit.ly/crisisinfo),
- REACH OUT TO YOUR LOCAL GOVERNMENT OFFICIALS, AND
- CONNECT WITH LOCAL "BOOTS ON THE GROUND" NGOS SUCH AS BLOOD TIES

FOUR DIRECTIONS.

LET'S GET READY FOR #IOAD23

#END OVERDOSE

International Overdose Awareness Day
August 31st 10:30 am to 2 pm
Blood Ties 6189 6th Ave

Join Blood Ties, LEAG, and CYFN for an event in recognition of International Overdose Awareness Day

The event will begin at 10:30 am with a support circle, education and art memorial project at Blood Ties. This will be followed by a walk at 12:00 pm leading to the Kwanlin Dūn Cultural Centre where a sacred fire will be hosted.

Naloxone training, resources, education and food will be available throughout the event.

Council of Yukon First Nations | LEAG | BLOOD TIES

Graphic recording from the June 8, 2023 Business & Knowledge Holder Gathering. Artist Esther Bordet

PERCEPTIONS: Seeing the people of addiction

Understanding the causes and behaviour of someone suffering from Substance Use Disorder

Jeremy's sister, 2nd Elizabeth Tripp-Friesen, passed of fentanyl-poisoned cocaine in January, 2022. Jeremy Jones, Founder & CEO at Triple J's Canna Space, shares his journey as a substance user, facilitator, & author. <https://bit.ly/perceptions-addiction>

THIS FIGHT IS EVERYONE'S.

ENOUGH IS ENOUGH. WE NEED YOU.

These deaths are not only heartbreaking, but many are preventable. We must remain aware, and, most importantly, we all must work together to help each other as we grieve these losses across our territory. We must also remember to show our compassion, kindness and support to anyone struggling with substance use.

- Yukon Chief Coroner

105 Yukoners

Since April 2016, the Coroner Service has reported that the Yukon lost 105 people due to substance use.

- 88 were in Whitehorse
- 86 of these were opioid involved
- 76 involved fentanyl
- Half were First Nation citizens

International Overdose Awareness Day

AUGUST 31ST

Penington INSTITUTE

#WESEEYOU



Appendix 1e: Muuvment Campaign (Prototype)

What is Muuvment?

Muuvment is a social impact platform designed to empower organizations and causes in their drive for meaningful change. Muuvment serves as a comprehensive educational hub that seamlessly integrates a range of learning elements—from videos and articles to research papers—into a single, cohesive user experience. Aside from being a learning portal, Muuvment also actively engages its audience by presenting key action items that individuals and organizations can undertake to contribute directly to the cause that is being presented. Whether it's initiating grassroots movements, promoting volunteer opportunities, or facilitating donations, Muuvment provides a structured, actionable pathway to transform education into tangible social impact.

We built a Yukon specific prototype to share how the platform can serve to grow a grassroots effort.

