



WATERING THE GRASSROOTS

VIRTUAL CONFERENCE | FEB 26-28

REGISTER NOW!



****DONATION LINKS****

Thank you to all of our amazing speakers! Consider donating to/purchasing from their associated organizations (links are embedded):

[Afri-Can Food Basket](#)

[CAN-Rac](#)

[Future Majority](#)

[Red Rising Magazine](#)

[RAVEN Trust](#)

[Winnipeg Trails Association](#)

Feedback Form for WTG: http://bit.ly/WTG_Feedback

WELCOME!

Register Here: http://bit.ly/WTG_Register

B&W Program: http://bit.ly/WTG_BWProgram

For questions or inquiries, please contact [utea.utoronto@gmail](mailto:utea.utoronto@gmail.com) or queensbacc@gmail.com

CONFERENCE OVERVIEW

PURPOSE

“Watering the Grassroots” is a 3-day virtual conference that aims to bring together environmental clubs and grassroots organizations to work on developing important skills and knowledge bases to improve their organization’s function and impact. Envisioned by University of Toronto Environmental Action (UTEA) and Queen’s Backing Action on Climate Change (QBACC), WTG attempts a nation-wide approach to delving into pressing, intersectional, and important issues related to the environment and climate change by bringing together workshop leaders and panelists spanning from Newfoundland to British Columbia.

STRUCTURE

Each day of the conference lasts from 2.5 to 3 hours, and the themes follow an intuitive order that builds upon the previous day’s learning and skills-building.

- **Feb. 26** workshops will focus on strengthening internal attributes of an organization, featuring topics such as how to better promote your organization, effectively communicating your message to an audience, and engaging members of your group.
- **Feb. 27** will expand on the intersectionality of the environmental movement, and will feature a panel talk by environmental and food justice activists and a workshop on writing and reflecting on land acknowledgements.
- On **Feb. 28**, three workshops will be hosted by a different environmental organization (municipal to national in scope) and strives to impart important skills related to project management and creating action plans for environmental issues.

THANK YOU

QBACC and UTEA would like to thank our wonderful workshop leaders and panelists from across the country who have graciously contributed their time and knowledge to this conference. Thank you for sharing your stories and the incredible work you are doing to inspire and engage others towards a sustainable and just society for all.

TERRITORIAL ACKNOWLEDGEMENT

UTEA and QBACC would like to take time to make a territorial acknowledgement. As Toronto (Tkaronto) and Kingston (Cataraqui)-based clubs, we think it is important to acknowledge and reflect on the Indigenous presence and colonial history of these two cities. Furthermore, as Watering the Grassroots is a national conference, we would like to extend this territorial acknowledgement from coast to coast, and we encourage all participants to take the time and reflect on their own personal relationship with the land.

The city currently known as Toronto is situated on the traditional territories of the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples. This territory was the subject of the Dish with One Spoon Wampum Belt Covenant, an agreement between the Haudenosaunee Confederacy, the Anishnaabe, and allied nations to share and care for the resources around the Great Lakes. In 1805, the British Crown expropriated approximately 250 850 acres of land from the Mississaugas in exchange for just 10 shillings. This came to be known as the Treaty 13 (the Toronto Purchase), and it was not until 2010 that the government settled the Toronto Purchase Claim with a \$145 million-dollar compensation, the largest claims settlement in Canadian history at that point.

The city currently known as Kingston is situated on the traditional territories of the Anishinaabe and Haudenosaunee peoples as well as the Mississauga. This territory was a part of the Crawford Purchase, or the Gunshot Treaty. Purchased in 1783, it was agreed that the treaty would cover land as far as a gunshot could be heard, although reality saw the crown take far more land. Additionally, it became clear that the Mississaugas had interpreted the agreement as allowing settlers to live among them, not take over the land and push them out.

Watering the Grassroots, which features participants from British Columbia to Newfoundland, is a national endeavour, and in considering the 'nation' of Canada, we acknowledge that such a geo-political identity does not express fully the history and communities of this land, and that this geo-political identity has been the basis of historical and ongoing colonial practices. On behalf of conference participants who are uninvited settlers, we would like to extend our gratitude to First Nations, Inuit, and Métis peoples for allowing us to work and live on this land. In our environmental advocacy work, UTEA and QBACC commit to principles of truth, reconciliation, and environmental justice, and we strive for Watering the Grassroots to drive the same ethos forward. We recommend using the sites <https://www.whose.land/en/> and www.native-land.ca if you are interested in learning more about the territories you inhabit and the potential treaties associated with them.

References

[City of Toronto Land Acknowledgement](#) | [Crawford Purchase](#) | [Native Land](#)
[Queen's University, Office of Indigenous Initiatives, Land Acknowledgment](#)
[Traditional Territory Acknowledgements in Ontario](#) | [Upper Canada Land Surrenders](#)
And thank you to Zahireen T. for allowing us to adapt part of her UofT & Scarborough land acknowledgement.

CONFERENCE SCHEDULE

Friday, February 26 - Strengthening Your Organization

Time (EST)	Event	Event links
4:30 - 5:15 PM	Opening Ceremonies & Introductions	http://bit.ly/WTG_Opening Meeting ID: 850 3698 6073
5:15 - 6:15 PM	Digital Communication	http://bit.ly/WTG_DigiComm
Workshop leader	Andrea Palframan- RAVEN Trust	Meeting ID: 862 1489 9843
6:30 - 7:30 PM	Building a Volunteer Base	http://bit.ly/WTG_Volunteer
Workshop leader	Aaron Myron - Future Majority	Meeting ID: 834 7373 9924

Saturday, February 27 - Intersectionality and Justice

Time (EST)	Event	Event links
1:00-2:30 PM	Environmental Justice Panel	http://bit.ly/WTG_Panel
Panelists	Rowan White Sadie-Phoenix Lavoie - Wa Ni Ska Tan Anan Lololi - Afri-Can Food Basket	Meeting ID: 832 2171 0167
2:45 - 3:45 PM	Crafting a Land Acknowledgement	http://bit.ly/WTG_LandAck
Workshop leader	Shak Gobért, Angel Levac, Trina Moyan	Meeting ID: 817 3894 2015

Sunday, February 28 - Taking Action

Time (EST)	Event	Event links
1:00 - 2:00 PM	Strategies for Municipal Action	http://bit.ly/WTG_Municipal
Workshop leaders	Anders Swanson and Janell Henry - WTA	Meeting ID: 816 5832 9230
2:00 - 3:00 PM	Campaigning for Regional Action	http://bit.ly/WTG_Regional
Workshop leader	Ana Simeon - RAVEN Trust	Meeting ID: 821 3327 6684
3:00 - 4:00 PM	Just Recovery and Climate Action Plans	http://bit.ly/WTG_National
Workshop leader	Caroline Brouillette - CAN-Rac	Meeting ID: 825 5273 7914

OPENING CEREMONY & INTRODUCTIONS

Friday, February 26

4:30-5:15 PM EST

Zoom Link: http://bit.ly/WTG_Opening

From all of us on the organizing team of Watering the Grassroots, welcome! We are delighted you are able to join us for a weekend of skills-building and knowledge sharing. Here is a little schedule of our opening ceremonies:

- Welcoming remarks from the organizing team, which include members of University of Toronto Environmental Action (UTEA) and Queen's Backing Action on Climate Change (QBACC).
- Territorial Acknowledgement
- Announcement of Prizes!!
- Breakout rooms to meet your "team"



WORKSHOP AND PANELS

Workshop 1: Digital Communication

w/ Andrea Palframan from RAVEN Trust (BC)

Friday, February 26

5:15 - 6:15 PM EST

Zoom Link: http://bit.ly/WTG_DigiComm

Workshop Description

In our inaugural Watering the Grassroots workshop, Andrea Palframan from RAVEN's Trust will guide us in exploring the purpose and vision of our clubs/organizations along with navigating the multi-dimensional spaces of digital communication. Rooted in the Theory of Change and with consideration of the unique elements of the digital word, this workshop will help participants to effectively communicate their organization's message and re-purpose the message for different platforms. This workshop will also feature break-out rooms and a Q&A.



ANDREA PALFRAMAN

Andrea (she/her) is RAVEN's Director of Communication with RAVEN. RAVEN—Respecting Aboriginal Values and Environmental Needs—is a Canadian organization that supports access to justice for Indigenous Nations who take to the courts to defend their rights and protect the environment. She also runs a communications consultancy, Ampersand, supporting agents of change — non-profits, community-based organizations, and social entrepreneurs — to combine the power of storytelling with the strength of digital data.

She holds a Masters Degree in Intercultural and International Communication and a post-graduate certificate in Digital & Interactive Design from Emily Carr University of Art & Design, has published extensively in academic journals and environmental periodicals, and is the author of "Red Shoes on a Red Road: Stories from Brightest Africa." Palframan is a settler of Scottish/Irish descent living on the unceded territories of the Hul'quimin'um speaking peoples known as Salt Spring Island.

Workshop 2: Building a Volunteer Base

w/ Aaron Myran from Future Majority (ON)

Friday, February 26

6:30 - 7:30 PM EST

Zoom Link: http://bit.ly/WTG_Volunteer

Workshop Description

Managing and recruiting volunteers is a major focus for activist organizations. But how do you reach people? What roles can individuals take on? And most importantly, how do you keep them interested? This workshop will seek to answer these questions and give you and your organization a solid foundation on how to keep volunteers engaged.



AARON MYRAN

Aaron is the founder and executive director of Future Majority. Prior to starting Future Majority, Aaron spent 10 years in the United States working in environmental organizing, electoral campaigns and in tech. He directed field campaigns in 2010, 2012, and 2014 elections in California, Georgia and Colorado, was the deputy chief technology officer at a large political action organization, and a civic technology fellow at Microsoft. Aaron grew up in Toronto and holds a bachelor's in Biology from Queen's University and studied public policy and data science during his master's at Harvard University.

Panel: Environmental Justice

w/ Sadie-Phoenix Lavoie (Wa Ni Ska Tan, MB)

Rowan White (Divest MTA, NFLD)

Anan Xola Lololi (Afri-Can Food Basket, ON)

Saturday, February 27

1:00 - 2:30 PM EST

Zoom Link: http://bit.ly/WTG_Panel

Panel Description

What do we mean when we talk about environmental justice and intersectionality? In this panel discussion we will be listening to and learning from leaders working within their respective areas of environmental and social justice. Here we aim to explore the importance and potential of centering intersectionality within the environmental movement, and subsequently how we can apply these learnings to our own organizations. Our panelists will first present on their work, then they will engage in a Q&A session with our co-hosts, and finally, we will open the (virtual) floor to audience questions and reflections!

Panelist Bios



ANAN XOLA LOLOLI

Anan is a Food Sovereignty & Food Justice advocate, musician and a vegan (44 years). Anan is one of the founders of the Afri-Can FoodBasket (AFB) a non-profit Food Justice & Food Sovereignty organization that began in 1995 in Toronto. He has been the executive director of AFB for 25 years promoting Community Food Security, Food Sovereignty and Food Justice in Toronto, North America and the Caribbean.

Anan has a master's degree in environmental studies from York University with a focus on Community Food Security and a diploma in Business Administration from Centennial College. Anan is presently a Research Associate Fellow at Ryerson University. His passion is working in low-income communities to help create food secure communities.

ROWAN WHITE

Rowan is a Two-Spirit activist and student from St. John's NL. They are currently studying music and English at MTA, where they are largely involved with the campus community. They are an executive of the Indigenous Student Support Group, an organizer of Divest MTA, and a recording technician with the Department of Music. As an activist, Rowan speaks about queerness, indigeneity, accessibility and environment.



SADIE-PHOENIX LAVOIE

Sadie-Phoenix is a 27 year old Anishinaabe Two-Spirit from Sagkeeng First Nation located on Treaty 1 territory and goes by They/Them pronouns. They graduated in 2017 at the University of Winnipeg with a Bachelor of Arts in Indigenous Studies and Political Science. They are currently the Community Coordinator at Wa Ni Ska Tan: An Alliance of Hydro-Impacted Communities, and Co-Founder of Red Rising Magazine, and former Youth Green Action Mentor with Youth Agencies Alliance. They are a well known community activist in Winnipeg that has travelled the world educating and raising

awareness about Indigenous rights, social environmental justice, and two spirit identity.

Sadie-Phoenix Lavoie also commissions for artwork, graphic design and photography. They have done graphic design commissions for logos with Frontier School division, paintings for youth awards, program booklets for Ka Ni Kanichihk to name a few.

During their years at University, Sadie-Phoenix formerly was the National Executive Representative of the Circle of First Nations, Métis and Inuit Students of the Canadian Federation of Students; the Vice-President of External Affairs of the University of Winnipeg Students' Association; Aboriginal Student Commissioner for the Canadian Federation of Students-MB; and Co-President for the UW Aboriginal Student Council. Sadie-Phoenix worked on numerous student led initiatives including the Indigenous Course Requirement and the Fossil Fuel Divestment Campaign, as well attended the UN COP22 in Marrakech, Morocco on behalf of the Canadian Climate Youth Coalition. They were also one of the 100 youth arrested on Parliament Hill protesting the Kinder Morgan Pipeline, and have been on the front lines of Standing Rock.

Since Idle No More, Sadie-Phoenix has participated and organized numerous community events, rallies, marches, as well done numerous presentations, workshops and panel talks around

Indigenous inclusion; racism and privilege; two spirit teachings; Indigenous rights; systemic racism; violence against women and two-spirit; colonialism, decolonization and internalized oppression; Indigenous climate justice and youth empowerment. Sadie-Phoenix strives to honour their traditional roles of the Turtle Clan, spreading truth to all corners of society, and organizes action through a matriarchal approach of Indigenous leadership.

Workshop 3: Crafting a Land Acknowledgement

w/ Shak Gobért, Angel Levac & Trina Moyan

Saturday, February 26

2:45 - 3:45 PM EST

Zoom Link: http://bit.ly/WTG_LandAck

Workshop Description

Land acknowledgements have become increasingly spoken at events and meetings to acknowledge the history of the land, its First Peoples, and our commitment to care for each other. This breakout-room based workshop will introduce what land acknowledgements are and their intended purpose. It will also follow with some insight how to create a sincere and genuine land acknowledgement that your organization can use.



TRINA MOYAN

Trina is *nehiyaw* (Plains Cree), from the Frog Lake First Nation in Northern Alberta, Treaty Six Medicine Chest territory. She made Toronto her second home 18-years ago and is honoured to live and work upon the traditional lands of the Anishnaabek, Haudenosaunee, and Wendat peoples within the Dish With One Spoon Treaty. Trina has dedicated her career to reconciling the relationships between Indigenous peoples and mainstream Canada. Her work as a producer, business owner, community activist and performer are immersed in the advancement of Indigenous peoples.

She is the co-founder of Bell & Bernard Limited, which specializes in environmental and sensitive consultations on behalf of First Nations where traditional lands are vulnerable to invasive resource extraction projects. Within the city she engages the urban Indigenous community by ensuring their histories and presence are incorporated in the planning for development and re-development projects. Trina has worked on numerous urban projects with the City of Toronto, Toronto Public Libraries, Plant Architects, PMA Architects, LGA Architects and the urban planning company Process. Trina facilitates relationship building between Indigenous and non-Indigenous partners through cultural competency workshops and serving as a guest speaker teaching Indigenous history 101. Trina's life and work are inspired by her two boys and her mother, a residential school survivor.



ANGEL LEVAC

Angel was born Cree, given the name Kôna meaning Snow, but her heart lies with the Mohawks of the Bay of Quinte - Tyendinaga Mohawk Territory. She's currently an Indigenous Outreach Worker for Nikibii Dawadinna Giigwag at the Faculty of Architecture, Landscape and Design, Storyteller, and recruiter for Indigenous specialties, based in Toronto, Ontario. She continues to work within Multi-Media and Arts, Design, First Story Tours: sharing her knowledge of Indigenous history, and freelance contract work. She finds her passion within community service, the Art and Design world, land-based learning practices, and helping Indigenous youth gain cultural identity by

encouraging them to get involved and stay engaged within the community.



SHAK GOBERT

Shak is Plains Cree, originally from Frog Lake First Nation, Treaty 6 Territory, in Northern Alberta.

Since moving to Tkaronto in 2006, he has studied, worked and volunteered with a variety of different Indigenous organizations across the GTA, in both the for profit and non-profit spaces. More recently Shak has done work with the City of Toronto by sitting as a member of the Aboriginal Affairs Advisory Council, as well as the Leadership Advisory Committee for a new Indigenous Entrepreneurship space coming into operation in 2022.

Currently he studies part time in the field of Computer Programming at George Brown college, while also working in client implementation for a Software as a Service (SaaS) company, centered upon digitizing and modernizing the permitting process for municipalities across Canada.

Shak's goal is to propel his Indigenous community into the modern age by promoting the fields of software development, UX Design, and virtual/mixed realities, all while incorporating integral facets of his indigeneity.

Workshop 4: Strategies for Municipal Action

w/ Janell Henry & Anders Swanson from Winnipeg Trails Association (MB)

Sunday, February 28

1:00 - 2:00 PM EST

Zoom Link: http://bit.ly/WTG_Municipal

Workshop Description

Our Day of Action begins with a workshop hosted by Anders Swanson and Janell Henry from the Winnipeg Trails Association, a dynamic, non-for-profit organization that works to improve and enrich Winnipeg's active transportation scene through creative, informed, and inclusive projects that are as likely rooted in policy development as artistic outreach. This workshop will instill practical skills and ideas for environmental clubs/organizations seeking to make a change on the municipal scale by providing an insight into the management and execution of diverse WTA projects including Healing Trails, an Indigenous-youth led emergency transportation measure to link missing pieces in Winnipeg's walk and bike network with designs that offer comfort, pleasure, connection and safety.



ANDERS SWANSON

Anders is a multi-disciplinary designer and policy expert with a history of volunteer work that has left a significant impact on his home of Winnipeg and around the world. He manages walking/cycling/universal design projects out of an independent consultancy. He specializes in non-profit work, community engagement, innovative technology, children's mobility and winter. He was awarded the Manitoba Eco-Network individual achievement award and is a recipient of the Queen's Diamond Jubilee medal. His work takes him in many directions, and is currently project lead for

BikeWalkRoll, CounterPoint, co-founder of Plain Bicycle project and the executive director of the Winnipeg Trails Association. As a volunteer, he chairs of Canada's cycling advocacy organization, Vélo Canada Bikes, acts as secretary of the international Winter Cycling Federation where he co-runs in Winter Bike to Work Day and the Winter Cycling Congress, and is a founding board member of The WRENCH at home.



JANELL HENRY

Janell is an Ojibwe curator and writer from Roseau River Anishinabe First Nation (MB.) She holds an Audio in media degree from Mid-Ocean School of Media Arts and just completed National Screen Institute's New Indigenous Voices Program. Her curatorial practice challenges the Indigenous/Canadian dichotomy while working from within both realities. Janell has been involved with many other organizations such as Urban Shaman Contemporary Aboriginal Art Gallery, Cluster New Music and Integrated Arts Festival, Red Road Lodge, Winnipeg Art Gallery and La Maison des artistes

visuels francophones. Currently she leads Healing Trails at Winnipeg Trails Association, an Indigenous-led program that works to heal the people, by healing the land.

Workshop 5: Campaigning for Regional Action

w/ Ana Simeon from RAVEN Trust (BC)

Sunday, February 28

2:00 - 3:00 PM EST

Zoom Link: http://bit.ly/WTG_Regional

Workshop Description

The second workshop of our Day of Action is delivered by RAVEN Trust's Campaigns Director Ana Simeon and focuses on regional action, and will help impart to participants important skills related to campaigning, partnership building, and legalese translation through case studies of West-coast campaigns enacted by RAVEN. As part of these topics, Ana will also discuss Indigenous rights and provide insight into general differences and nuances that come with working in unceded territories in Canada, in contrast to territories with established treaties. This workshop will feature a breakout room and Q&A.



ANA SIMEON

Ana is a first-generation settler of Croatian descent, and is a fundraising campaigns director with RAVEN (Respecting Aboriginal Values and Environmental Needs), Canada's only Indigenous legal defence charity. Ana has a background in journalism and communications. During the 1991-1995 war in her birth country, Croatia, she worked as a journalist with a wire news service. Ana worked for a number of years for the U.N. International Criminal Tribunal in The Hague as legal translator and reviser. Before joining RAVEN, Ana campaigned with Sierra Club BC to stop the Site C dam project, one of Canada's most

shameful violations of Aboriginal and Treaty rights. Ana is also a mediator in private practice in Victoria.

Workshop 6: Just Recovery & Climate Action Plans

w/ Caroline Brouillette from CAN-Rac (QC/ON)

Sunday, February 28

3:00 - 4:00 PM EST

Zoom Link: http://bit.ly/WTG_National

Workshop Description

For the last workshop of our conference, CAN-Rac Policy Analyst Caroline Brouillette will delve into the current environmental and climate policy scene in Canada and offer practical tips & tools to make an impact in green recovery advocacy. The workshop will feature a short presentation (about 10-15 minutes), a Q & A session, and concluding reflections on making a difference with the help of a set of “climate action tools.” The workshop’s focus will encompass the 6 principles of Just Recovery in Canada, and climate plans and proposals from a national to municipal scale, such as the Bill C-12 and climate plans brought forward by Québec and Montréal.



CAROLINE BROUILLETTE

Caroline is a Policy Analyst for Domestic Campaigns and Francophone Communities at Climate Action Network Canada, the only network in the country that brings labour, development, faith-based, and Indigenous groups together with the key national, provincial, and territorial environmental organizations working on climate change. Before joining CAN-Rac, Caroline was a climate policy analyst at Équiterre, where she supported the organization’s federal and provincial government relations. Previously, she worked as a social impact consultant at Credo, a certified B Corp, advising

clients such as the City of Montreal, Hydro-Québec, La Tablée des chefs and Computers for Success Canada. In 2018, Caroline represented Canadian youth at the Charlevoix G7 summit. She holds a Master’s in Public Policy from the National University of Singapore and a B. Soc. Sc. in International Studies with a minor in Law from the University of Ottawa.