

A project of
BE Initiative

I

CAN

BREATHE

I Can Breathe Project

When black and brown meets green!

PROGRAM DESCRIPTION

SUMMARY

The "I can Breathe" project is a program designed to promote the environmental engagement of Black and Brown communities in Canada at every stage of participants lives.

The program is structured in four focus areas that offer environmental engagement opportunities to several generations of Black and Brown Canadians.

This long-term environmental engagement program is designed so that participants can start their journey in focus area 1, move to focus area 2, 3 and 4.

FOCUS AREAS

01

OUTDOOR BIPOC

Targets kids and families

02

GREEN STEMS

Targets young adults/ students

03

GREEN JOBS & STARTUPS

Targets BIPOC professionals

04

GREEN COMMUNITIES

Targets neighbourhoods and communities

OUTDOOR BIPOC (5 - 12 YEARS OLD)

SUMMARY

The first step of preparing strong environmental leaders is improving their connection to nature at a young age.

Working with organizations already delivering nature-focused activities, we are developing an offering of nature related activities for Black and brown kids.

The activities are free and include anything from site visits, excursions to trips. Each activity is a group activity and is coupled with environmental education courses to increase environmental literacy and cultural competencies courses to promote cultural integrity and respect for diversity.

EXPECTED OUTCOMES

01

BLACK AND BROWN CHILDREN HAVE A STRONGER CONNECTION TO NATURE

02

BLACK AND BROWN CHILDREN HAVE STRONGER CULTURAL INTEGRITY AND POSITIVE COMMUNITY RELATIONSHIPS

GREEN STEMS (12-21 YEARS OLD)

SUMMARY

After promoting a passion for nature, the program promotes a passion for science and for the environment with a crowd of Black and Brown participants aged 12 to 21 years old.(approximately).

We involve them in STEMS projects in their schools or their communities. We expose them to cool green innovations in renewable energy and ecodesign. We give them opportunities to both learn about science, about the environment and about the social and environmental inequalities of climate change. We address their climate anxiety with teaching them about forward thinking solutions to the climate crisis.

EXPECTED OUTCOMES

01

BLACK AND
BROWN YOUTH
HAVE A
STRONGER
PASSION FOR
SCIENCE AND
FOR THE
ENVIRONMENT

02

BLACK AND
BROWN
YOUTH ARE
HIGHLY
EDUCATED
WHEN IT
COMES TO
GREEN
SOLUTIONS

GREEN JOBS AND STARTUPS (FOR PROFESSIONALS)

SUMMARY

After promoting a passion for science and for the environment, we offer employment opportunities in the green sector through internships, mentoring opportunities, networking opportunities and job placements.

We also offer green entrepreneurship opportunities for those who have the entrepreneurial spirit which includes entrepreneurship training and an incubator opportunity. We work with already established partners in the green jobs sector to deliver these benefits and we run anti-racism training to ensure the employment ecosystem becomes more BIPOC friendly.

EXPECTED OUTCOMES

01

BLACK AND BROWN YOUTH GET JOBS OR START NEW BUSINESSES IN THE GREEN SECTOR

02

EMPLOYERS IN THE GREEN SECTOR ARE MORE LIKELY TO HIRE AND WORK POSITIVELY WITH BIPOC WORKERS

GREEN COMMUNITIES (FOR COMMUNITIES)

SUMMARY

In parallel to supporting the creation of green jobs and green startups led by Black and brown Canadians, we engage BIPOC communities in designing a greener version of their communities.

The first step is to sensitize BIPOC communities to their local environmental issues and we do this by involving them in citizen research projects designed to help them identify the hot spots of pollution in their community. We also couple the citizen research projects with the organization of community discussions to raise awareness on hyperlocal environmental issues. Finally, we promote behavioural changes of community members, businesses and decision makers to facilitate the adoption of green solutions to the local issues.

EXPECTED OUTCOMES

01

BIPOC
COMMUNITIES
BETTER
UNDERSTAND THE
ENVIRONMENTAL
ISSUES IN THEIR
LOCALITIES

02

BIPOC
COMMUNITIES
DEVELOP
VISIONS, PLANS
AND PROJECTS
TO MAKE THEIR
COMMUNITIES
GREENER