

ABOUT YOUTHFUL CITIES

Youthful Cities is an organization that recognizes the importance of the role youth play within their societies as both **change-makers** and the **driving force** of the future. It realizes the need to retain youth in their respective cities so that they may contribute to growth and progress. Based on this ideology, Youthful Cities' goal is to make cities a better place to live, work, and play for youth around the world by embodying the cities with qualities based on the six youthful values of **connectedness, openness, dynamism, curiosity, inventiveness, and playfulness**. Youthful Cities has been working to provide comprehensive data to stakeholders of all backgrounds by conducting work under the three categories of **'Insights', 'Dialogues', and 'Actions'**.

- **Insights:** Data related to the comprehensive rankings and analyses of cities around the world
- **Dialogues:** Conversations within communities to raise awareness and facilitate action
- **Action:** Direct interventions to make cities ideal for youth



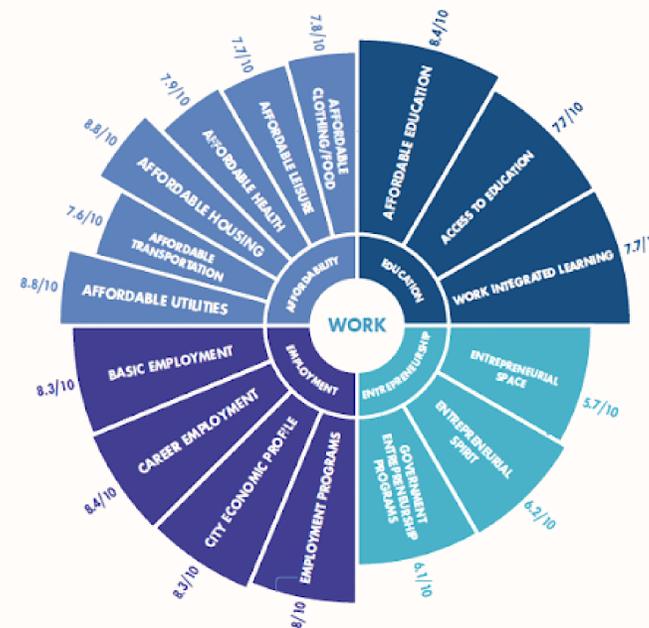
KEY PROJECTS

1. **Students Say Survey:** A survey that allowed post-secondary students to share their opinions on the effect of COVID-19 on the upcoming school year
2. **Ottawa-Gatineau Hackathon:** A dialogue-based program that discussed how the youth employment spectrum in Ottawa-Gatineau could be improved after COVID-19
3. **Brand Relaunch:** A brand redesign that will allow YC to better cater to the modern youth
4. **Housing Project:** Developing a youth housing strategy for Toronto based on the 10 housing imperatives of engagement, accessibility, cost, transportation, sustainability, safety, public space, employment, diversity, and mental health
5. **Climate Change Index Project:** Aims to compare cities globally on their climate change performance through the creation of a youth climate change advisory council who will provide feedback on proposed indicators
6. **#FFWD2020:** A four-day virtual summit that will connect 120 urban and rural youth in order to collaborate on the future of work
7. **Pivot2020:** A national project that aims to provide employment to 1200 Canadian youth across 27 cities in order to research the impact of COVID-19 on the youth workforce
8. **Research Advisory Council:** Involves the creation of a council who will provide feedback on the live, work, and play indicators

URBAN WORK INDEX

The Urban Work Index ranked 21 Canadian cities based on 48 urban work indicators in four thematic areas: Education, Employment, Entrepreneurship, and Affordability.

RANKINGS:
EDMONTON, MONTREAL, OTTAWA



CANADIAN INDEX

The Canadian Index ranked 22 cities based on 21 attributes in terms of their ability to provide youth with opportunities to live, work, and play.

RANKINGS:
TORONTO, MONTREAL, VANCOUVER



CONTRIBUTIONS

Social media & website audit

Newsletter design & content creation

Website ideation & creation after rebrand

Social media engagement strategies

Social media & website content creation

#FFWD2020 application & hiring process

Populated social media calendars for hackathon

Youth organization outreach, globally

REFLECTIONS

Youth have a key part to play as change agents in building the future and the goal is to provide them with the tools

There is no such thing as a 'perfect' position. You learn from every role you take up

Working in small teams has great advantages as it allows you to be exposed to all aspects of the organization