

IDES 244

Project 5 Indigenizing IDEA

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Project Brief

Client: Reconciliation Canada

Background Information: Born from the vision of Chief Dr. Robert Joseph, Gwawaenuk Elder, Reconciliation Canada is leading the way in engaging Canadians in dialogue and transformative experiences that revitalize the relationships among Indigenous peoples and all Canadians. Through the development of meaningful partnerships and community outreach programs, Reconciliation Canada has delivered a series of Reconciliation Dialogue Workshops across Canada, hosted events during Reconciliation Week in September 2013, and co-hosted events in Ottawa and Vancouver to coincide with the closing of the Truth and Reconciliation Commission of Canada.

Problem: Reconciliation Canada is looking to spark positive change as early as possible by targeting younger audiences of Canada. They need to find a way to teach and inspire the new generation to rethink their misconceptions, and treat their Indigenous peers, neighbours, and communities with the respect that they would give anyone else.

Objective: To encourage young people to rethink their stereotypical misconceptions about Indigenous people and their role in Canadian history and modern society, and going forward, to treat all with an equal amount of respect.

Target Market: Children ages 10-14

Tone of Voice: Inspiring, respectful, honest

Takeaway: 'I now know that I should empathize and be more open minded when thinking of and interacting with my first nations peers, neighbours and communities. I will treat them with the same amount of respect I would anyone else.'

Competition: Canadian Roots Exchange, Indspire, Native Canadian Centre of Toronto, Inuit Tapirit Kanatami

Colours/Images to Avoid: Stereotypical black, red, and white combinations.

Deliverables: Advertising campaign, made up of a poster series and accompanying microsite to be used by schools/teachers

Mandatories: Reconciliation Canada logo/branding, call to action, microsite URL

Tennis

with Pure Bathing Culture

at The **Black Cat** 2014

Washington September
D.C. / 25

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5 F. I. N. K. 5700 START 22:00
SPOT WE.SCTE: 10/15 PLY

VIADRINA (PETS/KLASSE)
THOMAS WIRSKI (PETS/T&B)
MIKO CZAJKOWSKI

night mode: Q&A, 2atr, HE

FEIST

ARLENE SCHNITZER CONCERT HALL - NOVEMBER 6 2007 - PORTLAND, OR

I THINK.
I QUESTION.
I DESIGN.
I CREATE.
I STRUGGLE.
I COLLABORATE.
I TRY.
I SOLVE.
I INVENT.
I REFLECT.
I LEARN.

VENSPIRED.COM

Tennis

with Pure Bathing Culture

9/29

at the **Sinclair**

Cambridge, MA

ENERO AFRO EN BS AS!
3 DIAS DE MÚSICA NEGRA!

FESTIVAL DE MÚSICA AFRO FUSIÓN

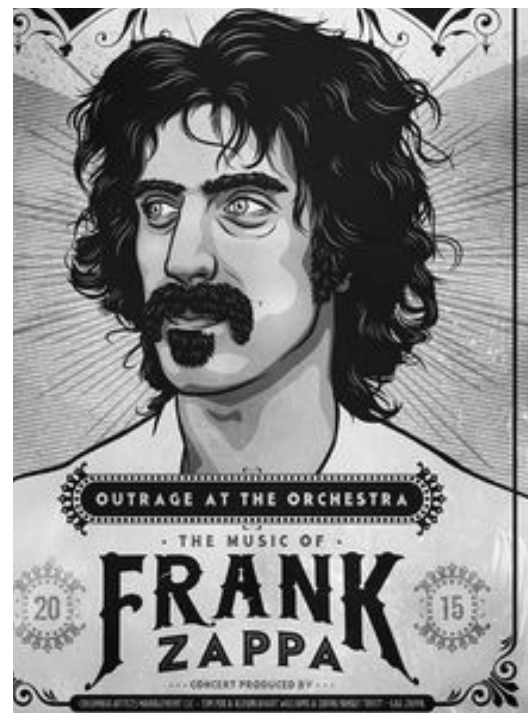
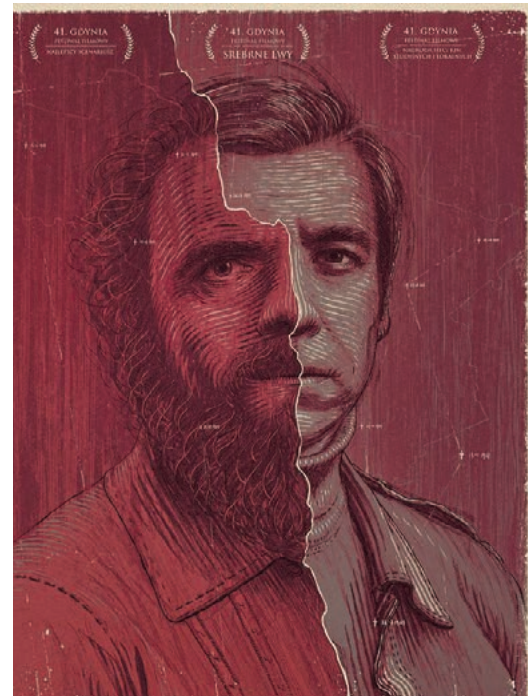
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Reggie Leach

1950



OJIBWE
NATION

*Proud father,
coach and*

NHL ICE HOCKEY LEGEND



Sandra Lovelace Nicholas

1948



MALISEET
NATION

*Strong mother,
fierce fighter.*

ACTIVIST & SENATOR

John Herrington

1958



CHICKASAW
NATION

*Curious mind,
distant traveler.*

NAVAL AVIATOR & ASTRONAUT

TO HEAR THEIR STORIES GO TO
[RECONCILIATIONCANADA.CA/NA-HEROS.COM](https://reconciliationcanada.ca/na-heros.com)

RECONCILIATION
CANADA



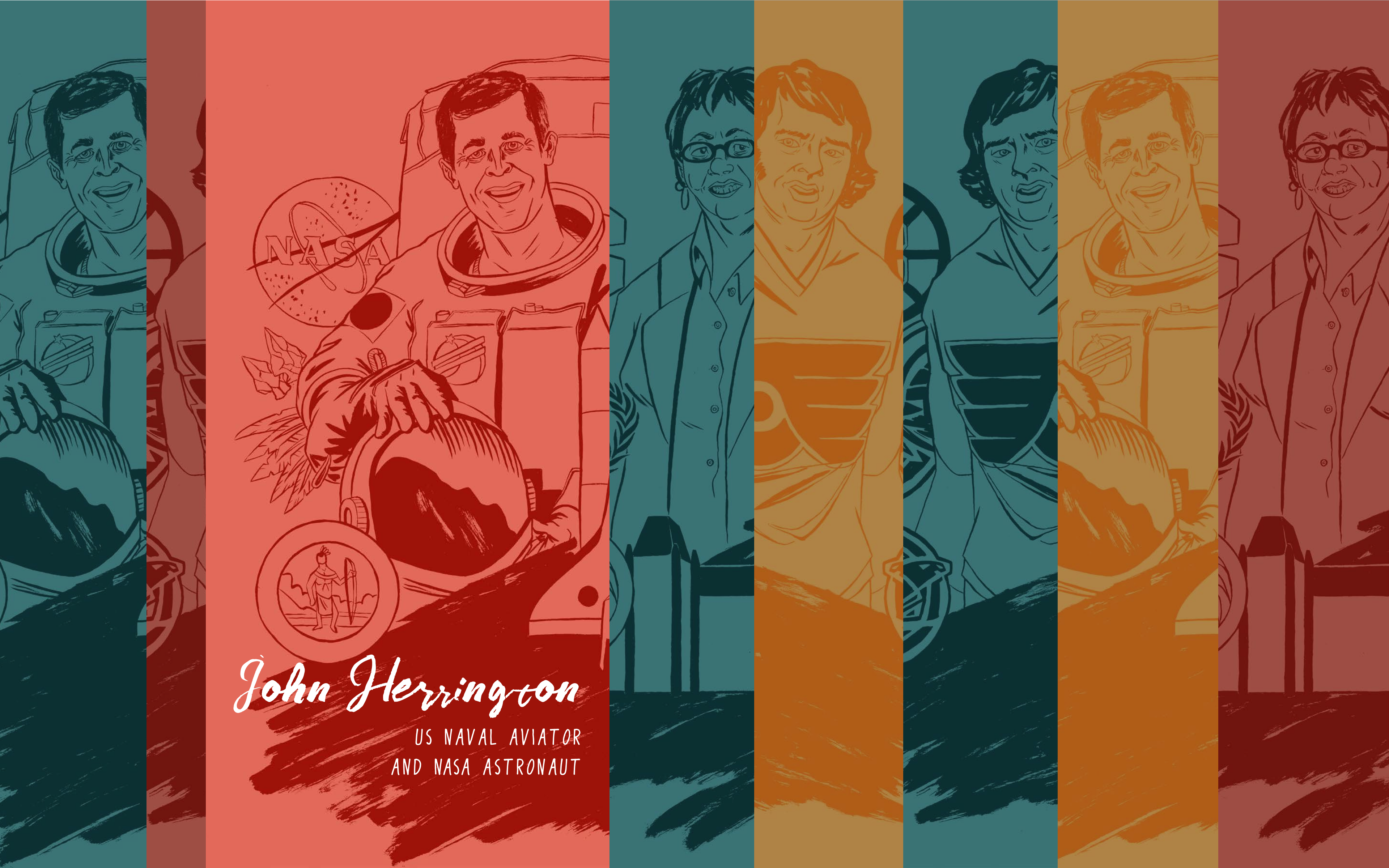


Indigenous People of North America

EXPLORE







John Herrington

US NAVAL AVIATOR
AND NASA ASTRONAUT

Reggie Leach NHL ICE HOCKEY LEGEND

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RECONCILIATION
CANADA



Indigenous People of North America

EXPLORE





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