

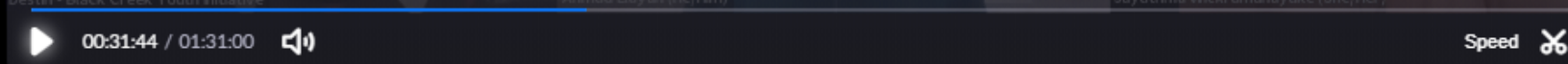
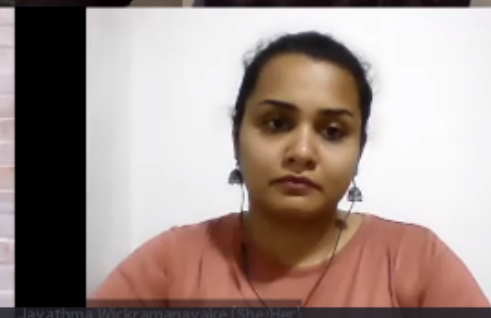
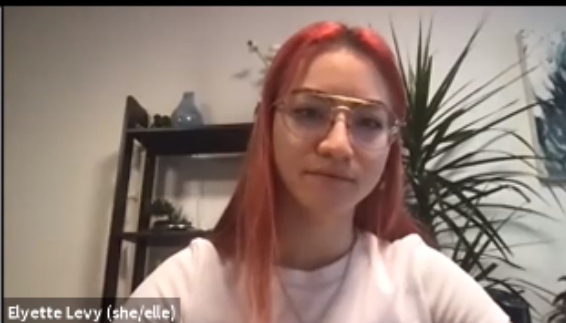
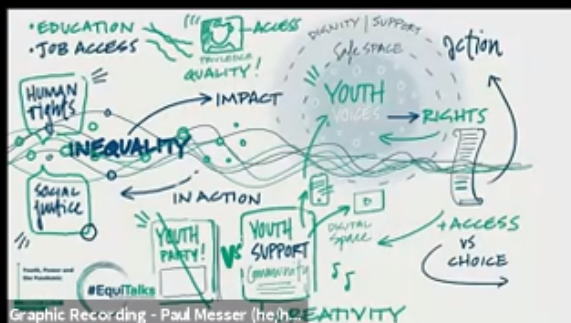
**equitas**



# POST-EVENT REPORT

**Youth, Power and the Pandemic**  
**Tuesday, April 27, 2021**

Building Connected Communities



On **April 27**, more than **200 participants** attended the EquiTalks virtually to listen to **Jayathma Wickramanayake, the UN Secretary General's Envoy for Youth** and young panelists, discuss the important **issues that youth all over the world have had to face during the pandemic and how they are redefining social change**.

More specifically, they underlined the importance of paying attention to the **very different realities of youth**, while emphasizing **youth inclusion**, particularly when it comes to **actions and solutions** that would benefit them.

The EquiTalks **created spaces for meaningful dialogue** between youth activists, representatives of youth civil society organizations, and decision-makers, **contributing to building more equitable communities**.

# REACH OF THE EQUITALKS

**6 700** people reached through our newsletters

Newsletters containing information about the events were sent to over **6 000 people**, on **four different occasions** in March and April 2021.

## Social media

**71** posts were shared on Facebook, LinkedIn, Instagram, Twitter about the EquiTalks

**40 217** impressions were made, meaning the number of times the posts were viewed

**1 386** engagements  
Meaning the number of likes, shares, comments, etc. on these posts.

## Attendees

**485** people registered for the events, with **225 attending**, an **excellent attendance rate for a free virtual event**.

**225** attendees were present for the EquiTalks

**38** different countries → **60%** coming from Canada

# POST EVENT SURVEY RESULTS

**83 %** indicated that they were very satisfied with the event

**17 %** indicated that they were satisfied with the event

## Attendees profile:

**50 %** were from civil society

**17 %** were from the corporate sector

**17 %** were students

**16 %** were from the academic sector

## Attendees most appreciated:

1. The graphic recording
2. The panel discussion
3. The theme of the event
4. The Youth Envoy's remarks
5. The online format of the event
6. The networking session

## Quotes from our attendees:

*"I thought it was an excellent sharing of **key concerns, constraints, and opportunities for youth in today's society and growing social issues.**"*

*"The care and attention put to **elevating youth voices in all aspects** of the event, was most appreciated".*

# PANELISTS & MODERATOR

## Elyette Levy

A **freelance journalist** who recently graduated with a degree in Journalism and Political Science, Elyette worked at Equitas in 2019 as the **Communications Intern** for the 40th edition of the IH RTP.



## Destin Bujang

**Co-founder and Executive Director** of the **Black Creek Youth Initiative**, a youth-led initiative, located in one of Toronto's priority neighborhoods.



## Alex Laviolette-Moar

A First Nations member of the atikamekw community, Alex is the **Youth Education Coordinator of the Native Friendship Centre of Lanaudière**.



## Ahmad Elayan

**Scholar & Youth Leader at Ruwwad**, Ahmad joined **Rawabet, Equitas's MENA** region human rights education initiative aimed at promoting social cultural, and economical rights.



# GRAPHIC RECORDING



**A first at the EquiTalks, graphic recording** gave attendees an opportunity to absorb content on a visual level.

Percolab's graphic recorder and youth harvesters **listened to key ideas brought up at the EquiTalks, synthesized them, and documented them** in an artistic form.

The end results are a **visual and auditory maps of key insights** that can be reflected on by attendees after the event.

The graphic recording and harvests from youth are available [here](#).

The full recording of the EquiTalks and the English and French transcripts of the event are [here](#).

# EQUITAS' WEB PAGES



**840** page views  
on the **English** pages

- [General event page](#)
- [Program page](#)
- [Graphic recording and youth harvests](#)

**320** page views  
on the **French** pages

## EVENT PROGRAM



**485** received the event  
program

The [event program](#) was sent to registered persons prior to the event and shared again during through the chat during the event.

# OUR PARTNERS

Equitas is fortunate to count on corporate partners who share our **commitment to advancing equality, diversity and inclusion** across Canada and around the world.

Thanks to their generous support, Equitas continues to **build its network of human rights changemakers** who are creating more inclusive communities through their work.

## Platinum Sponsor



**TD READY  
COMMITMENT**

## Gold Sponsors



## Silver Sponsors



# OUR PARTNERS

## Bronze Sponsors



## Supporters and Friends of Equitas



# REACH ON SOCIAL MEDIA

## FACEBOOK

**12** posts about the EquiTalks



**431** engagements: likes, comments, shares

**5 001** impressions on posts mentioning the EquiTalks



## LINKEDIN

**14** posts on LinkedIn mentioning the EquiTalks

**105** engagements **2 466** impressions



TWITTER

35 tweets

630 engagements: likes, comments, retweets



40 000 impressions on tweets about the EquiTalks



TD (Canada) ✓  
@TD\_Canada

Replying to @EquitasIntl

Excited for this panel! Chatting about how youth all over the world are redefining social justice is one the many things that the #TDReadyCommitment is all about. Looking forward to hearing from Destin, Alex & Ahmad! ^CM

1:15 PM · Apr 22, 2021 · Pega Unified Messaging

INSTAGRAM



10 posts on Instagram

223 engagements

3 104 impressions



blackcreekyouthinitiative  
Toronto, Ontario



Liked by **speakingrightsequitas** and **others**

blackcreekyouthinitiative Meet #EquiTalks panelist, Destin Bujang, co-founder of @blackcreekyouthinitiative , a youth-led initiative in Toronto. Join Destin and other chnagemakers for a dynamic discussion on some of the systemic barriers faced by young people today. Link in bio to register!

# THANK YOU

As the COVID-19 pandemic compromises the rights of youth and their communities all over the world, these spaces for dialogue are essential in **empowering changemakers** who create environments where **human rights are respected** and can flourish.

Equitas will continue to collaborate with partners who are **committed to advancing equality** and to being part of **building more inclusive communities**.

## Thank you for supporting human rights education!



For more information about the EquiTalks, contact **Stephanie Nichols** at [snichols@equitas.org](mailto:snichols@equitas.org).