



A great year for EWB in Canada

In 2009-2010, over 2,000 active EWB volunteers and leaders at 35 chapters country-wide worked to promote the idea that lasting change in Africa will stem not from charity, but from helping foster opportunity. Our portfolio of programs centered around three outcome areas are contributing simultaneously to a wide-spread attitude change and to deeper system change.

This is our Program Report. It summarizes the programs, activities, outcomes and impact of EWB's work. We are proud of the incredible passion, thoughtfulness, hard work that produced these results, and very proud of the range and depth of the results.

It is meant to enable members to:

- See how the activities that they have been part of at a chapter level expand to a national level
- See how the different pieces of EWB's portfolio of programs fit together and build off of one another.

2009 -2010 was a great year. From building a sophisticated advocacy program from scratch, expanding our *Global Engineering* program, and changing the Fair Trade game in Canada, we've changed Canada more this year than ever before.

We hope that you are as proud as we are of all that was accomplished in the past year.



Draft Version – Feedback requested

This is a draft version. We have based this version on Chapter Champ activities but likely are missing some, and there are still some national office activities to capture.

If you have feedback, please let anyone at the office know.



2010 Highlights



People

140,000 volunteer hours
22,000 learning hours among 3,000 people
80+ learning workshops offered
A culture of innovation producing new programs and improvements



Global Engineering

15,000 Engineering students reached with 132,000 learning hours
Supported 250 faculty members, TAs and administrators
20 publications/speeches
ESTW reached 22,000 youth



Advocacy

85 MPs met a 140 times
Sophisticated being cited by Ottawa experts
Coordinated major public advocacy tour
7 op-eds reaching over 1 million people



Connected and Contributing

150,000 reached in total
40,000 engaged on Fair Trade
26,000 Youth reached through 950+ presentations



Fundraising

\$530,000 raised
WOO campaign attracted 580 campaigns, 3000+ donors, and almost \$300,000

Lead

To drive powerful social change we need leaders with passion, skills and vision throughout the organisation. To foster this, EWB invests in people.

In 2009-2010, over **350 members participated in intense skill building sessions**. These workshops and experiences are described as life-alteringly motivating, and meaningful! Ranging from the National Conference, to Junior Fellow Training, to Chapter Visits, to Start of Year Chapter retreats, to leadership cafés at their school, across the nation our members are learning and focusing on becoming the best leaders they need to be to affect change.

EWB's model requires great leaders. Chapter presidents are **basically running the equivalent of small businesses while being full time students or holding down a full time job!**

Many presidents invest over 30 hours per week, running a team of 30+ members with job descriptions and a budget of over \$40,000. And many of the student chapters are consistently recognized as the most professional and organized student group on campus.

The presidents' retreat [in September] gave me more confidence to be a leader in EWB and at the U of C in three days than any other experience.

Haley Tunna, Student chapter President,
U of C

"The chapters are a laboratory to learn how to run an organization, to lead and manage all the functions and programs of a chapter, particularly for those who become executives. It allows them to make low risk mistakes. Members begin to learn many of the basic elements: planning and programming, human resource development, evaluation and financial management."

CIDA evaluation

Innovate

EWB members and leaders are constantly innovating. Innovation is about finding better ways to accomplish our goals – whether by introducing new programs or by making improvements to existing programs. It's the accumulation of hundreds of small innovations that drives EWB's dynamism. This year, chapters have run new and innovative programs like

- The Personal Development Program at the University of Toronto
- The SES/SO 2.0 at Laval (a school outreach role-playing workshop for over 200 students)
- The Advocacy Research Action team at the University of Calgary
- The bi-monthly Shop days at EWB Toronto (half day retreats for education and planning)
- And many more.



Global Engineers

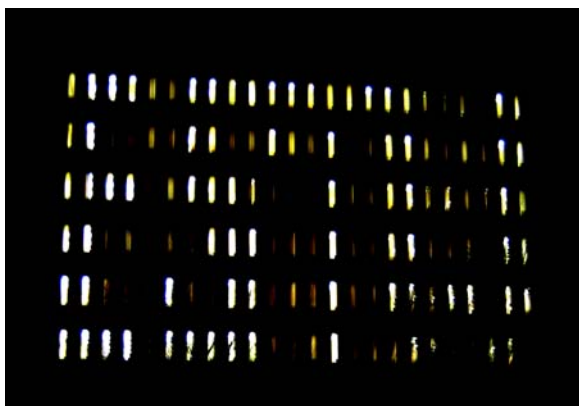
Sparking the Potential of the Engineering Profession in 2009-2010.

In 2009, we began our journey to help create an engineering profession that is better aware of it's potential for positive impact on the world and is better equipped to bring about this change.

We used EWB's strength of our vast chapter network, our connections to the profession and our reputation as being one of the most innovative engineering groups in Canada to focus on

1. Ensuring engineers have the basic knowledge, skills and attitudes to effect positive social change; and
2. Igniting the passion of the engineering profession to create a desire to become *Global Engineers*.

This past year, we have become **the leading organization in Canada around *Global Engineers*** where the demands for our expertise has allowed us to create new and innovative opportunities to have impact.



The University of Waterloo chapter arranged the blinds in six-floors of their library's windows to show "ESTW" in support of the Engineers Serve the World campaign, promoting how engineers can better contribute to global society.



The number of EWBers who participated in curriculum enhancement and *Global Engineering* programs at their chapters promoting how engineers can better contribute to global society.

EWBers leading the Charge

EWB members contributed over **1200 hours** to over **100** events, from teaching *Global Engineering* concepts in the classroom to sitting on curriculum planning committees, creating a more socially minded engineer at university campuses and in the profession.

In the next year we will work to have over **500 EWBers** involved in the *Global Engineering* program running over **250** events nationally.

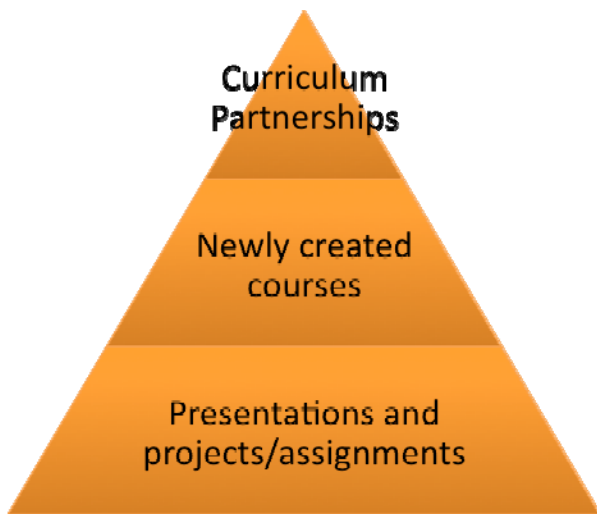
Our Reach on Campus

Our reach at universities grew this year to its highest levels. Through the work of EWB chapters, the National Office and key leaders, we

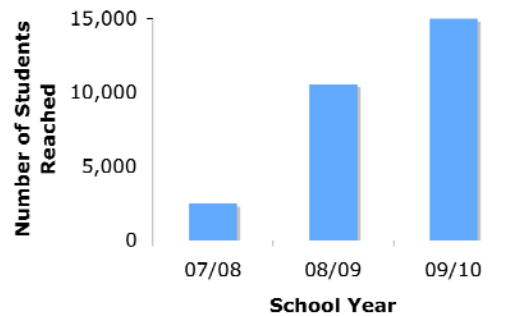
- Established **2 curriculum partnerships** with leading universities in Canada,
- Helped 4 universities explore creating **Global Engineering minors**, and
- Added **60 new learning modules** for use in the classroom.

With every chapter actively leading a global engineering program, we have become the **largest national organisation in engineering education.**

In the next year, we hope that over **20 university chapters across Canada** invest in improving the quality of the learning modules and *Global Engineering* program.



The University of British Columbia chapter has used EWB learning modules to create a course on “appropriate technology” and explore how to consider local contexts during the design process. Other chapters have used resources to create presentation while the National Office has been creating deep curriculum partnerships with university administrators

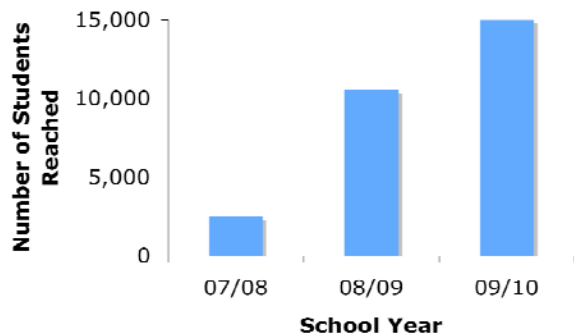


In 2009-2010, our chapters have excelled at delivering our *Global Engineering* curriculum at universities across Canada by reaching **over 15,000 engineering students** with **132,000 student learning hours.**

Influencing Engineering Decision Makers

We have made great strides at increasing the momentum around our *Global Engineering* concept within the engineering community and our influence with decision makers. In this past year, we

- Helped **over 100 faculty members and TAs** to better integrate *Global Engineering* learning modules in their classrooms,
- Engaged another **150 professors and administrators** in *Global Engineering* faculty forums with over half engaging with their EWB chapter after the event to find ways to work more closely together,
- Became the hub for *Global Engineering* conversation in Canada by attracting **6 influential faculty members** to sit on our *Global Engineering* Advisory Network,
- Gathered **16 deans of engineering** that actively support EWB’s curriculum work, and this past year we strengthened the relationship with 6 of our long-term dean supporters and initiated new support relationships with 10 more.



In 2004, before EWB's focus on Global Engineering, there were no universities talking about creating Global Engineers. Through EWB's strong connections and influence, there are now 8 universities committing to or exploring making Global Engineering part of their strategic focus.

EWB is committed to sharing our vision of the future of the engineering profession with the engineering leadership community. In 2009-2010 we

- Published **5 influential papers** in respected journals which defined the debate for enhancing engineering education,
- Published **10 articles** in newspapers and engineering magazines, and
- Spoke at **6 prominent national conferences and symposia** sharing our vision for an engineering profession and influencing key decision maker to join our cause.

Over the next year, we seek to further engage decision makers in actions to create more *Global Engineers*. We will aim to increase the quality of our interactions, moving the decision makers we engage from just supporting EWB's *Global Engineering* concept to committing to action with EWB as a partner to create more *Global Engineers*.

Expanding Beyond Campus

In 2009-2010, we engaged more practicing professional engineers and globally minded youth; the next generation of engineers than ever before. We have seen the *Global Engineering* concept appear in events run by **provincial engineering licensure bodies**. This year we

- Created our *Engineers Serve the World* campaign, which in it's first year alone **reached 22,000 youth and potential engineers** through workshops and online videos on the impact engineering can have on the world,
- Surveyed **1600 professional engineers** about their views on the profession and its potential for the future, and
- Established a working relationship between **Professional Engineers Ontario and EWB**.

Next year, we will aim to increase our reach by partnering with every provincial engineering licensing association to run at least one joint event and attempt to reach 50,000 youth with the ESTW campaign to promote engineering as a career to have global impact.

I'm extremely pleased to have the chance to work with a group of young people who are as dedicated and excited about global citizenship as Engineers Without Borders. This peer to peer interaction around topics such as appropriate technology and international development is greatly enhancing our ability to graduate "Global Engineers" who are prepared to face the complex challenges of tomorrow.

Andrew Fisher

Associate Dean (Undergraduate Studies), Me-

Tracking our Progress

2009 – 2010 Goals		Results
1. Being the go-to organization for Global engineering Resources	→	Added 60 new resources to our national <i>Global Engineering</i> learning library
2. Testing trialing innovative curriculum activities	→	Reached over 15,000 with 132,000 student learning hours nationally
3. Working to promote a global engineering mindset amongst the profession	→	Reached 1600 professional engineers and 22,000 potential engineering youth
4. Having an amazing network of chapter curriculum enhancements agents	→	294 EWbers were involved in Global engineering activities contribution 1200 hours to the program



Advocacy

Launching a new outcome area.

Since officially launching an advocacy program 9 months ago, EWB has developed the deepest **network of sophisticated development advocates** across Canada, using a breadth of influence techniques including MP connections, local media op-eds and petition mobilization. In this short time, our results have exceeded expectations and generated a buzz in Ottawa. We've developed a **respected reputation amongst Canadian politicians** – a reputation largely built on EWB putting forth a different perspective than many other groups.

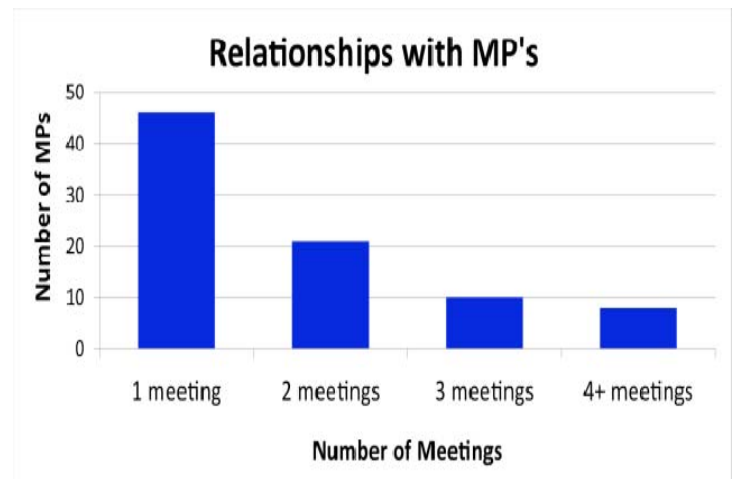
Our advocacy work focused on strengthening the effectiveness of Canadian aid, or what we call *smart aid*.

140 members & 17 chapters

were engaged in advocacy activities this past year. Top advocates include UBC (10 MPs), U of C (7 MPs), U of T (12 MPs).

85 MPs

were met in one-on-one meetings with members of EWBs student chapters and city networks. This means we met with 25% of all Canadian MPs!



Focus on Politics: The "Missing Link" in Effective Advocacy

For several years people have been calling on a better, more effective CIDA. Many of the ideas are there, but, defeated by a lack of political will, they've failed to catch on. Without political support for reforming the aid system, the necessary changes are ex-

tremely difficult to make. This is why we focus on the politics of aid.

There are many reasons why Canada's aid isn't as effective as it could be. Our belief is that the political climate makes it very difficult for aid programs to be successful.

While politicians often have little information and experience with foreign aid, they maintain a lot of power in setting the agenda and guiding our aid programs. Although practitioners and experts can be very useful in informing decisions, at the end of the day they are there to implement a mandate handed to them by elected officials.

EWB's advocacy strategy has focused on dealing directly with the political class – building relationships of trust, sharing ideas, and demonstrating that there *is* a keen interest amongst Canadians for our government to step up and be a leader in tackling global poverty.

“The political ambition comes first; there is no point in having all the capability pulled together in DFID if the purpose was to run an old fashioned aid programme.”

Staff member

UK Department for International Development (DFID)

Smart aid

When it comes to aid, we think Canada needs to spend more time refining *how* it funds programs, rather than *what* it funds. The way we see it, the challenge with Cana-

dian aid is not that we are funding the wrong issues or programs (ex. maternal health vs. water and sanitation); instead, the problem is that the approach to all of these initiatives is largely flawed. Choosing from all these worthy causes is far less important than the way in which we choose to operate. By strengthening the guiding principles of *how* we do aid, we'll see steady improvements in the end result.

In a nutshell, we've been advocating for **smart aid**. This means making our aid more predictable, accountable, creative and transparent. It also means ensuring that those who live in developing countries have control over their own development. This gives more decision-making power to practitioners who work in the field, rather than isolated officials living in Ottawa. *Smart aid* is about tackling the systemic challenges that undermine the value of development efforts.

“Agent Provocateur”: Our Influence with Decision Makers

EWB’s political voice grew in leaps and bounds in 2009-2010, helping to advance our influence with Canadian decision-makers, whether they’re MPs, senior bureaucrats or respected development experts. For instance:

- We were one of three groups invited to **speak at a Parliament Hill Roundtable on Aid Effectiveness**, with 25 MPs in attendance, including Michael Ignatieff,
- **2 EWB position papers** about Canadian aid effectiveness were sought after by political parties,
- 3 EWB chapters spoke as **panelists at Liberal events** to mark the “Canada at 150 conference”,
- **6 op-ed’s published** in Embassy Magazine (readership of over 60,000, including the country’s leading politicians & policy makers) and 1 published in the Globe and Mail (readership of over 430,000).

“EWB is the best *agent provocateur* out there today”

Bernard Wood, Former director for development cooperation of the Organisation for Economic Co-operation Development (OECD)

Bringing political advocacy to Canadians

In 2009/2010, EWB chapters brought our message of political advocacy to the Canadian public – challenging citizens to get involved in demanding smarter aid from the Canadian Government.

- MP Glen Pearson, Opposition Critic for International Cooperation, undertook a cross-Canada EWB tour, visiting **5 Canadian cities and engaging over 600 people** at public events. Prominent leaders participated in the tour at various stops, including development experts like Oxfam’s Robert Fox and other MPs like Anita Neville (Winnipeg South Centre) and Siobhan Coady (St. John South-Mount Pearl).
- EWB chapters were easily the most vocal and consistent group throughout Opposition Leader Michael Ignatieff’s cross-country University tour. Present at **10/11 tour stops**, we got our message about aid effectiveness across to the Liberal Party and **2500 Canadians present** at the events.

Our connection to Africa

Decisions about Canada's foreign aid are often made from a distance by bureaucrats and development experts, largely removed from the real field perspective and the people that aid is meant to serve. This often results in pretty sounding ideas and grand

EWB has worked hard to avoid this same problem. We undertook several consultation trips to our programs in Africa, meeting with over **40 local development practitioners and senior government officials** to better understand what the real needs are in terms of changing Canadian aid.

“EWB seems to be present everywhere I go”: Michael Ignatieff’s University tour

During Liberal leader Michael Ignatieff’s cross-Canada tour of Canadian Universities, EWB members were visible and vocal, asking Ignatieff questions about his vision for Canada’s approach to development, and challenging the leader to make development policy a more central issue in Ottawa.

As the tour was happening, members came together on MyEWB to share smart, difficult questions and strategies to ensure international development was a consistent topic throughout the tour.

The result: Michael Ignatieff says that our members had demonstrated that improving international development is extremely important for young Canadians. The presence of informed, articulate EWB members at each of his campus events had convinced him that “these issues have more common support than I thought, and that development actually is something a lot of the Canadian public care about.”



Connected & Contributing

From a ripple to a wave.

Our goal is to help create a widespread movement of people who are more aware of global and African issues, and who are willing to take actions to contribute to a more just global world.

Connected and Contributing Programs

1. Promoting Fair Trade. Our chapters undertook **115 events to reach 40,000 people** to promote Fair Trade, and addressed systemic visibility and availability issues.
2. Youth Engagement. We reached over **26,000 students** in 900 classes with one of our three workshops, as well as building new initiatives to deeply engage youth. This was a **10% increase** over last year!
3. Workplace Engagement. In cities across Canada the Corporate Engagement team has been working hard to get EWBs message out in workplaces, and we succeeded in reaching nearly **1000 professionals**.

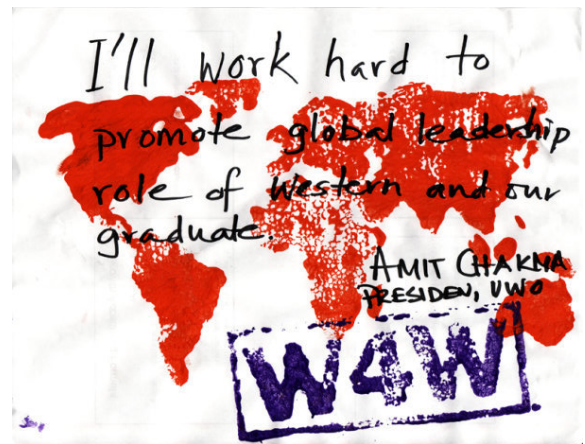
Connected and Contributing Engagement Initiatives

We also ran roughly 350 events under two Engagement Initiatives:

1. Reaching 60,000 engineering students and the broader university community to promote new ways to connect to and contribute to Africa.
2. Reaching 45,000 members of the public to raise awareness about supporting African opportunity.

To promote greater connections to and contributions to Africa, **2500 volunteers** put in **8500 engagement hours** to run **450 events and 900 student workshops**, and reached:

170,000 people!



Western 4 the World facebook campaign. Engaging the President to commit to action

Understanding Connected and Contributing – for members.

Connected and contributing is the largest umbrella of programs. It comprised much of our outreach and engagement work in 2009-2010. There will be some changes to align activities with outcomes and make this more precise in 2010-2011.

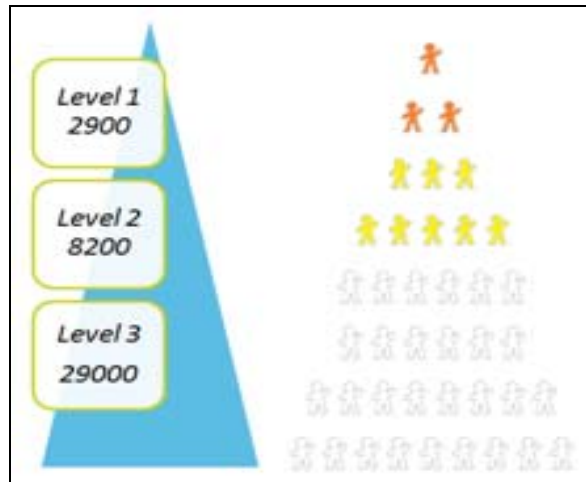
To capture our work, we went through CHAMP to “back engineer” the initiatives around the work that chapters undertook.

Fair Trade

“You’ve all been doing the most impressive Fair Trade advocacy work I’ve seen in Canada... ever.”

– Michael Zelmer, Transfair Canada

Outreach



Widespread Engagement at three levels of sophistication.

EWB Chapters reached 41,000 people through 116 events to promote Fair Trade in more locations and to more audiences than ever!

<i>Festivals</i>	<i>Expos</i>	<i>Churches</i>	<i>Cafes</i>	<i>Libraries</i>
<i>Cultural Centres</i>	<i>Downtown</i>	<i>Parks</i>	<i>High Schools</i>	<i>Campus Buildings</i>

Changing behaviours

We’re out to change behaviours and we know the science behind it.

60% of our Fair Trade outreach activities are specifically action oriented. We are helping more Canadians try Fair Trade products and know where to buy them.

6 chapters held repeated Fair Trade events over a semester with consistent activities

and messaging – **McGill, UBC, USask, Poly, UAlberta and SFU!**

System change

We’re not satisfied by engaging individuals: **6 chapters** are working with their universities to change systems and policies to obtain the Fair Trade University Designation. **3 universities** are on track to achieve this success by fall 2010!

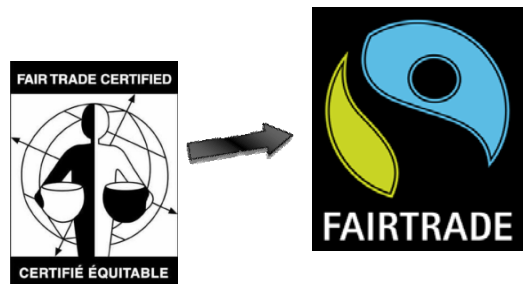
EWB was the lead thinker behind developing the three-tiered FT University Standard

EWB Vancouver teamed up with Fair Trade Vancouver to get Vancouver designated the **first major Fair Trade City**. This institutional change recognizes the influence and impact institutions have on the world.

The Memorial chapter was approached to develop a map of the local locations to purchase Fair Trade in St. John's to be included on a USB stick that went out to every first-year student who came to Memorial.

EWBers have contributed to tools like a fair trade finder and a mobile fair trade app.

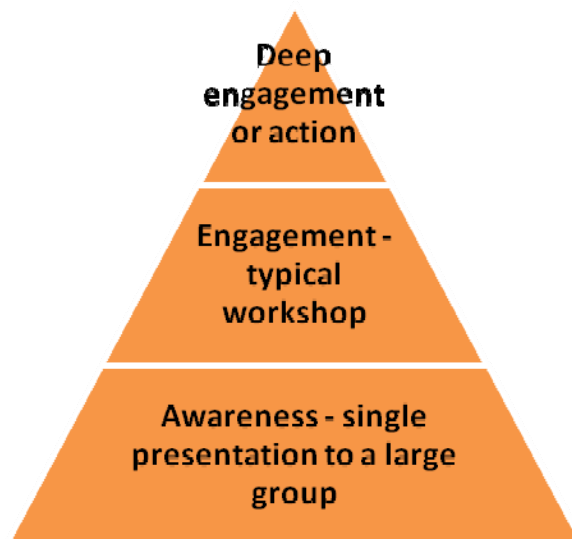
And on a smaller basis, we have been pressuring Transfair to adopt a more visible logo.



Youth Engagement and School Outreach

School Outreach:

- Surpassed our goal of 25,000 students!!
- Reached 26, 026 students in total!
- Did 965 presentations in total, including multiple school tours



Sophisticated engagement

We have attempted to track and push students to higher levels of engagement.

Youth Engagement Level 1:

There are increasing opportunities to talk to youth about global issues. We consider this basic awareness building.

For example, UWO and UBC made such presentations, and over 1000 students have been reached in this way.

Youth Engagement Level 2

This is our bread and butter interactive workshop, on water, energy or food. We reached over 26,000 students at this level!

We also built this into the 2010 conference, and had students engage with inspirational speaker Shauna Sylvester and take actions by sending out post cards to PM Harper right afterwards.

Youth Engagement Level 3:

This is a new level to encourage the expansion of our Youth Engagement program.

7 chapters hosted Youth conferences to enable deeper engagement.

McGill and Concordia have started the sister school initiative!

This level also includes the Get Outside Your World Contest with over 220 entries and more photo/video entries than ever before.

Innovation:

With YE being a brand new program this past year, chapters are already driving forward new initiatives and activities.

13 Chapters are starting a YE team in the fall of 2010.

We launched the One Million Actions Campaign, as a way to get students to learn more about issues, with different actions they can take! So far, we have reached 4,784 students through this campaign!

Chapters are starting to take the initiative to do longer outreach activities. For example, the MUN chapter did school outreach tour and reached over 1,000 students in 5 days.

Evidence of success

Teachers rave about these presentations and consistently invite EWB teams back.

*"This made the students feel less helpless. They saw technology careers as a way to help others!"*Teacher

Workplace Engagement

Workplace Engagement seeks to raise the profile of EWB amongst professionals and strengthen their connection to Africa. It also provides an opportunity for EWB members to bring their passion for Engineers Without Borders and International Development to their workplace.

Since the program started in 2007 we have done over **150 workplace presentations and engaged nearly 2000 professionals** in at least one hour of programming.

Lunch Presentations

We typically run three types of lunch hour presentations, which make up the core of our workplace engagement:

1. Introductory - EWB 101, Fair Trade 101
2. Workshops - Water for the World, Root Causes of Poverty
3. Returned African Programs Staff - Sharing field realities

In the summer of 2010 we are taking this program to the next level by engaging all EWBers who are currently working (either full time, or on co-op/summer terms) to deliver a presentation in their workplace during the same week. During this week we hope to reach 500 workplaces.

Campaigns

Workplace Campaigns vary in length from two days to a full month and include a wide variety of fundraising and awareness activities. During the last 12 months there were highly successful campaigns at BC Hydro, Accenture, CH2M Hill, and Wardrop. The

Wardrop campaign ran at a national level in all their offices across Canada.

Some sample activities include:

- Lunch presentations (as noted above)
- Movie screenings
- Fair Trade product booths
- Potlucks
- Water carrying competitions



Past CEO of BC Hydro, Bob Elton, meets with EWBer Kyle Roberts. During the BC Hydro campaign, 300 people attended workshops and events over two weeks, thousands of employees received information about EWB, and \$7,000 was raised to cover the cost of a ProjF

Going Forward

Workplace Engagement is off to a good start and has quickly become a core activity of City Networks. But there is huge room to grow this in the future!

Engagement Themes

Attitude change is marathon – the accumulation of a million small steps. We work to engage various audiences to promote awareness of African issues through multiple interactions, to use these interactions to change people's attitudes toward Africa, and when possible, to offer specific and easy actions to take.

To track engagement, we use three levels:

1. Level One involves a single short interaction;
2. Level Two involves a some basic engagement, or repeated single interactions;
3. Level Three involves deeper conversations

Engagement Initiative 1 – Engineering students and the uni- versity community.

We reached engineering students and the university community in countless ways:

- Pumpkin drops
- Food sales
- Global village
- BE Oranage
- Frosh Water Walk

EWB events are focused on finding creative ways to get people's attention and then draw them into an issue.

In all, we ran 220 events that reached:

Reach by level

Level 1	45,000
Level 2	14,000
Level 3	5,000

Engagement Theme 2 – General Public.

We also engaged the general public through:

- Wine and cheeses
- Art Auction
- Nuit Sans Frontiers
- Run to end poverty
- Stand up against Poverty
- World's longest toilet line-up

Over 100 presentations were made to groups engaging over 15,000 people.

In all, we ran 130 events that reached:

Reach by level

Level 1	35,000
Level 2	8,000
Level 3	3,000

Deep connections

Part of deepening Connection and Contributing options is through Chapter organized conferences. In Vancouver, Bridging the Gap is "THE" development conference to attend, attracting 400 or so participants. Calgary and other cities have also organized conferences.



Fundraising

Central to all our work

In 2009, chapters played a central role in the impact achieved by EWB's programs in Canada and Africa through financial contributions gained through fundraising events.

Chapters across the country fundraised over \$560,000 last year! This was essential to the programs EWB is running in Canada and across Africa!

- Over \$80,000 contributed directly to our African Programs through the Chapter-African Program Staff Partnerships
- Over \$230,000 contributed to the Junior Fellowship Program.

Creativity and outreach

These funds were raised from events such as BBQ's and pancake breakfasts (which are statistically proven to be highly effective \$/person-hour fundraiser), FT coffee, and events such as concerts. The tried and true "bridging the gap" and pumpkin drop not only raised funds but also awareness.

Woo-hoo!

The World of Opportunity campaign:

- Produced 580 campaigns
- Attracted 3100 donors
- Raised almost 300,000\$

Woo, along with calendar sales, also raised awareness about a proud and respectful Africa.

\$560,000

The amount chapters fundraised over the last year to support EWB's programs in Canada and across Africa.

Scaling up next year

With big ideas and big ambitions for greater impact over the next year, we'll be providing more support.

This will allow us to scale our programs to achieve the most impact we have ever had.