



Toolkit Summary

CANADIAN
COALITION OF
MUNICIPALITIES
AGAINST
RACISM AND
DISCRIMINATION

(CCMARD) – Toolkit for Municipalities, Organisations and Citizens.



“...BY TAKING ACTION TO COMBAT RACISM AND MULTIPLE FORMS OF DISCRIMINATION, MUNICIPALITIES ARE ABLE TO BUILD RESPECTFUL, INCLUSIVE AND SAFE SOCIETIES WHERE EVERYONE HAS AN EQUAL OPPORTUNITY TO PARTICIPATE IN THE ECONOMIC, SOCIAL, CULTURAL, RECREATIONAL AND POLITICAL LIFE OF THE COMMUNITY.”

– CALL FOR A COALITION OF MUNICIPALITIES AGAINST RACISM AND DISCRIMINATION, 2005

ABOUT THE COALITION

The Canadian Coalition of Municipalities Against Racism and Discrimination (CCMARD) is one of six coalitions that compose the International Coalition of Cities Against Racism. The International Coalition, launched in March 2004 by UNESCO (the United Nations Educational, Scientific and Cultural Organization), consists of networks of cities interested in sharing their experiences to improve their policies against racism, discrimination, exclusion and intolerance.

CCMARD addresses the need for a platform to broaden and strengthen the ability to protect and promote human rights through coordination and shared responsibility among local governments, civil society organizations and other democratic institutions. It is based on a common desire to achieve two goals:

1. **Share experiences and lessons learned with others;**
2. **Strengthen policies to counter all forms of discrimination to achieve greater social inclusion.**

To realize these goals, CCMARD benefits from the valuable support of numerous partners, including the Canadian Association of Statutory Human Rights Agencies, the Canadian Commission for UNESCO, the Canadian Race Relations Foundation, the Racism-Free Workplace Strategy, Human Resources and Skills Development Canada (HRSDC) – Labour Program, the Federation of Canadian Municipalities, Human Rights Commissions in Alberta, Ontario and Saskatchewan, the *Union des municipalités du Québec*, the Alberta Urban Municipalities Association, the Union of Nova Scotia Municipalities, and the National Association of Friendship Centres. University research chairs, such as the *Chaire de recherche en immigration, ethnicité et citoyenneté* (*Université du Québec à Montréal*), federal and provincial ministries and agencies as well as an important number of local stakeholders complete the network.

AS OF DECEMBER 31, 2011, 51 MUNICIPALITIES IN NINE PROVINCES HAD JOINED CCMARD.

An updated list of signatory municipalities can be found at www.unesco.ca and www.ccmard-ccmcrd.ca

International Coalition of Cities Against Racism

www.unesco.org/new/en/social-and-human-sciences/themes/human-rights/fight-against-discrimination/coalition-of-cities/

Canadian Coalition of Municipalities Against Racism and Discrimination

www.ccmard-ccmcrd.ca

THE 10 COMMON COMMITMENTS

Signatory municipalities of CCMARD rely on 10 Common Commitments to inform and guide their work. These Commitments relate to three primary areas of municipal responsibility:

THE MUNICIPALITY AS A GUARDIAN OF THE PUBLIC INTEREST

- 1.** Increase vigilance against systemic and individual racism and discrimination.
- 2.** Monitor racism and discrimination in the community more broadly as well as municipal actions taken to address racism and discrimination.
- 3.** Inform and support individuals who experience racism and discrimination.
- 4.** Support policing services in their efforts to be exemplary institutions in combating racism and discrimination.

THE MUNICIPALITY AS AN ORGANIZATION IN THE FULFILLMENT OF HUMAN RIGHTS

- 5.** Provide equal opportunities as a municipal employer, service provider and contractor.
- 6.** Support measures to promote equity in the labour market.
- 7.** Support measures to challenge racism and discrimination and promote diversity and equal opportunity in housing.

THE MUNICIPALITY AS A COMMUNITY SHARING RESPONSIBILITY FOR RESPECTING AND PROMOTING HUMAN RIGHTS AND DIVERSITY

- 8.** Involve citizens by giving them a voice in anti-racism initiatives and decision-making.
- 9.** Support measures to challenge racism and discrimination and promote diversity and equal opportunity in the education sector and in other forms of learning.
- 10.** Promote respect, understanding and appreciation of cultural diversity and the inclusion of Aboriginal and racialized communities into the cultural fabric of the municipality.

ABOUT THE TOOLKIT

This Toolkit is designed to be used by municipalities that have already joined the Coalition, those considering joining, as well as by community organizations and citizens encouraging participation by their municipality. It is designed to be user-friendly, adaptable to local communities' needs and helpful to municipalities at all stages of their CCMARD involvement. Whether a municipality is considering becoming a member, developing its Plan of Action or evaluating its efforts and continued involvement, there are tools to help. Inside you will find:

- **Information** about what it really means to the community to have their municipality be a part of the Coalition;
- **Examples of good practices**, procedures and events to address the full range of the 10 Common Commitments;
- **Useful Tools** such as sample media releases, the text of the CCMARD Declaration, examples of resolutions adopted by City Councils and examples of Plans of Action.

WHY MUNICIPALITIES?

Municipalities have unique strengths and capacities that make local government a critical actor in efforts to foster equality and respect for all citizens. These include: being the major political force within the local community; governing the delivery of essential services within the local community; having the capacity to influence public opinion and bring diverse interests together; and many more!

WHAT ARE THE BENEFITS OF JOINING CCMARD?

Municipalities benefit in several ways from membership in CCMARD. These benefits include: increased access to a network of municipalities throughout Canada and the world that promotes the sharing of best practices and resources to combat racism and other forms of discrimination; strengthened partnerships with local organizations, businesses and individuals concerned about discrimination; increased sustainability and documentation of anti-discrimination initiatives through the creation and implementation of a Plan of Action that is approved and adopted by Council.

OF INVESTING TIME AND RESOURCES TO CREATE A MORE WELCOMING AND INCLUSIVE COMMUNITY?

The successful, ongoing implementation of a CCMARD Plan of Action and the creation of a more welcoming and inclusive community offer several tangible benefits to a municipality: an enriched, safer and more cohesive life (improved community life); improved service delivery, fewer complaints to Council and reduced liability in the event of complaints on the basis of discrimination (improved efficiency); being a better position to attract and retain immigrants, Aboriginal peoples and under-represented populations in the workforce (improved economic life); and being better prepared and more effective in their response should an incident of discrimination occur (improved response).

BEFORE JOINING CCMARD

When a municipality decides to join CCMARD, careful planning and preparedness can help municipalities overcome these challenges and move into membership in CCMARD. Section 2 contains information and ideas for:

- **Engaging stakeholders** – The Toolkit presents some things to keep in mind when involving community stakeholders:
 - Consider Diversity
 - Vary Your Outreach
 - Be Creative and Flexible
 - Validate Experience
 - Recognize Limitations
 - Follow-Up
- **Understanding your local reality** – Taking the time to understand your unique local reality offers a number of benefits. Section 2 presents some of these benefits, which include ensuring that the actions you undertake are relevant, meaningful and achievable in your local context; allowing you to take into consideration the human and financial resources you have available to implement your Plan of Action; and contributing to the ongoing sustainability of your initiatives as community stakeholders take ownership of work that is important to them.
- **Developing a case for support** – Once community stakeholders are engaged and a deeper understanding of the local context in which you are living and working is gained, it is important to compile this information and develop a case for supporting CCMARD membership. Section 2 presents some ideas to help you strengthen your case for CCMARD membership:
 - Talk to other municipalities
 - Involve your stakeholders
 - Know the benefits of CCMARD membership
 - Be persistent

JOINING CCMARD

The process of becoming a signatory member of the Canadian Coalition is relatively simple. Section 3 presents the following **4 steps** to guide you in the process:

STEP 1

Prepare your case – Secure support (includes tips to secure support from your council and conduct an organizational readiness assessment)

STEP 2

Adopt a Resolution to join CCMARD and sign the Declaration (examples are provided)

STEP 3

Inform the Canadian Commission for UNESCO

STEP 4

Declare and celebrate your involvement (includes a list of days or month to which your event could be linked)

DEVELOPING A PLAN OF ACTION

This section covers key information to consider when creating your Plan of Action including:

- **Elements of success** such as forming a staff committee, engaging elected officials, involving stakeholders, linking to existing priorities, initiatives and networks, reflecting your local reality.
- **Identifying the issues** using informant interviews, document analyses and census data, focus groups, community forums and community advisory groups.
- **Establishing a baseline** (data on housing, public safety, education, etc.).
- **Identifying action items** that are SMART: **S**pecific, **M**easurable, **A**ttainable, **R**ealistic, **T**ime-limited.
- **Indicators and evaluation** (Performance or implementation indicators, results indicators).
- **Examples of Plans of Action** for large, mid-size and small municipalities.

The section also presents examples about how to include gender-based analysis, link a Plan of Action to a Municipal Sustainability Plan (MSP), organize a community forum, monitor changes in ethno-cultural diversity and prepare an annual social outlook report.

IMPLEMENTING YOUR MUNICIPALITY'S PLAN OF ACTION

This section of the Toolkit addresses topics related to the implementation of your municipality's Plan of Action:

- **Locating Resources** – This section provides some ideas to help you locate the resources you will need in your community by identifying current community resources, project funding opportunities and municipal funding as well as by looking outside of government and establishing partnerships.
- **Addressing Challenges** – Some strategies that may be used to help overcome obstacles are highlighted, they include: re-visiting your common vision, diversity training and education, looking to your stakeholders and looking for quick wins.
- **Celebrating Successes** – Many options are possible: issuing an annual report card, celebrating a significant date or establishing a recognition program (examples are provided).
- **Sharing and Learning From Others** – Opportunities to share and learn from others include taking part in networking events, sharing informally, recognizing the expertise in your own community, being a sharer not a taker.

ABORIGINAL ENGAGEMENT

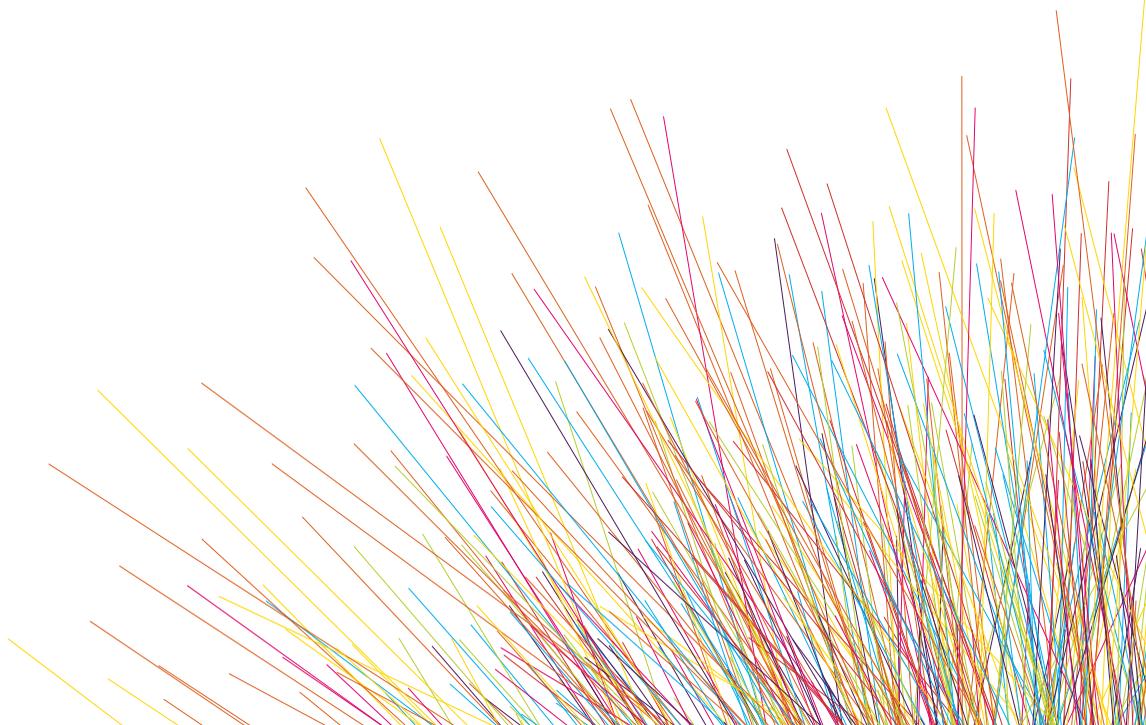
The CCMARD 10 Common Commitments clearly speak to the necessity of undertaking actions to address the discrimination and inclusion of Aboriginal Peoples. In order to effectively achieve this objective, true engagement of Aboriginal peoples in both the planning and implementation of CCMARD initiatives is required. This section explores this engagement and provides examples of how municipalities are doing this. It also highlights four principles of engagement of Aboriginal Peoples:

1. **Mutual Recognition**
2. **Mutual Respect**
3. **Sharing**
4. **Mutual Responsibility**

YOUTH ENGAGEMENT

This section presents the conditions for effective youth engagement and tips to engage youth. It also suggests ways to engage youth in CCMARD-related initiatives. They are:

- 1) Involve your **local Youth Councils/Advisory Groups**.
- 2) Get in touch with members of the **Youth Advisory Group (YAG)** of the Canadian Commission for UNESCO and with **UNESCO Associated Schools** in your area.
- 3) Use the **arts, sports and recreation**.
- 4) Link your initiatives with **programs and organizations** that are active in areas related to one or more of CCMARD's areas of action.
- 5) Encourage youth from your community to **participate in national or international contests, campaigns or trainings** related to inclusion and diversity.
- 6) Be inspired by what has been done in other municipalities and **exchange good practices**.



PROMISING PRACTICES

This section contains numerous examples of policies, programmes, events and resources to address each of the 10 Common Commitments.

For example, you will find the following information concerning **Commitment 6 (Support measures to promote equity in the labour market)**:

- A **Mentorship Pilot** – Vancouver, BC
- A **Work Experience Program** – Oakville, ON
- **Immigrationworks** and the **Connector Program** – Halifax Regional Municipality, NS
- The **Chamber of Commerce Group** – Stratford, PEI

You will also find information about:

- The **Youth Employment Strategy**
- The **Aboriginal Canada Portal**
- The **Hireimmigrants.ca Roadmap**
- The **CareerEdge Organization**

NFB FILMS FOR RECOMMENDED VIEWING

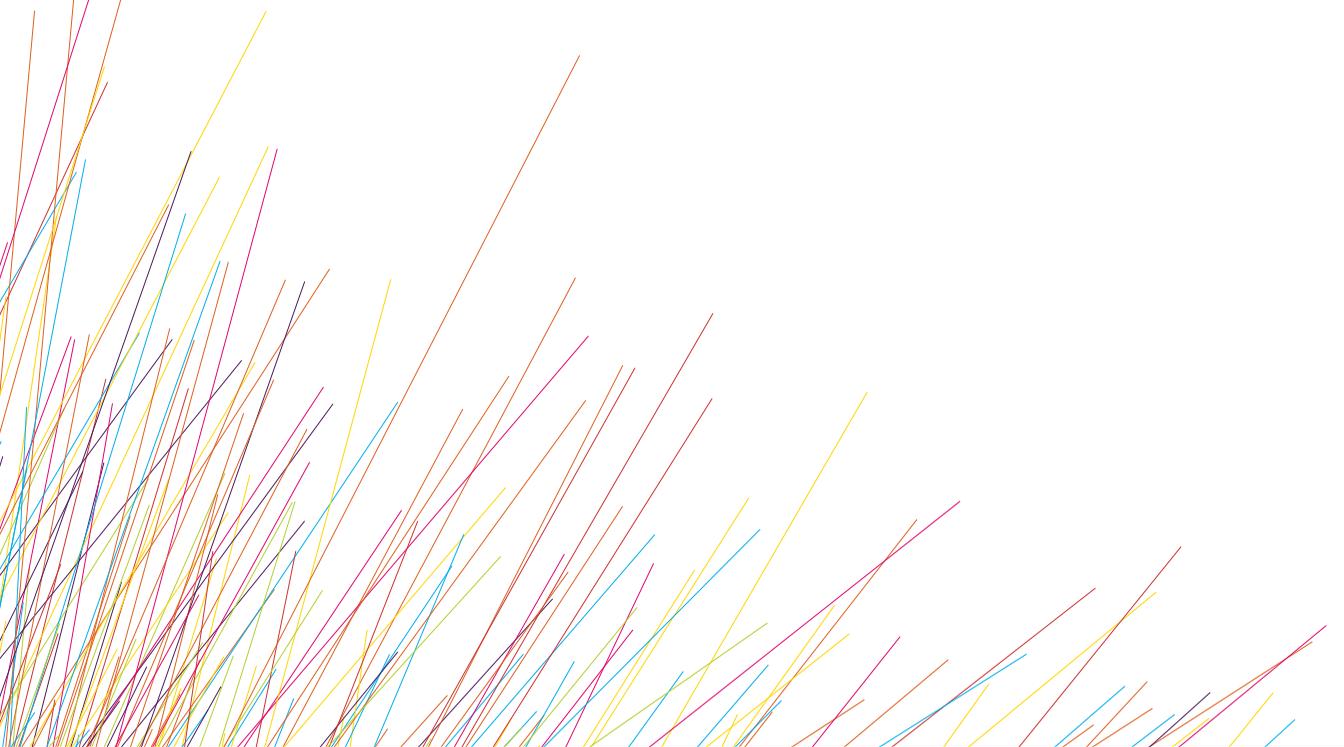
You will find in this section a list of films selected by the National Film Board of Canada (NFB) to illustrate the 10 Common Commitments (another list with French language NFB Films is available in the French version of the Toolkit). The films have been chosen to promote discussion and understanding among viewers.

For example, you will find the following **recommended films for Commitment 6 (Support measures to promote equity in the labour market)**:

- *As I Am*, Nadia Myre, 2010, 4 min.
- *Jaded*, Cal Garingan, 2010, 14 min 46 s.
- *Still Waiting for Justice*, Nadine Valcin, 2006, 15 min 20 s.
- *Hanging On*, Chedly Belkhodja, 2006, 14 min 10 s.

The Toolkit also provides **tips that may assist municipalities, organizations and citizens in introducing the recommended films to their community**. They include:

- set boundaries for the film screening and discussion;
- before screening a film, choose various motifs for your participants to look out for;
- host a debate;
- encourage participants to fill out a KWL chart (Donna Ogle, 1986).



“CCMARD IS ABOUT PEOPLE, AND HOW A LOCAL INITIATIVE HAS AN IMPACT AT THE LOCAL, NATIONAL AND INTERNATIONAL LEVEL. IT IS ALSO ABOUT HOW MEMBERS OF THE COMMUNITY CAN INFLUENCE PROGRAMMES AND POLICIES TO IMPROVE THE DAILY LIVES OF THEIR FELLOW CITIZENS.”

– DAVID A. WALDEN, SECRETARY-GENERAL, CANADIAN COMMISSION FOR UNESCO



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The Toolkit also contains a glossary of terms (section 10) as well as a list of selected resources (section 12) – toolkits and guides, reports and studies, videos and websites – related to CCMARD.

The complete Toolkit can be downloaded free at
www.unesco.ca and www.ccmard-ccmcrd.ca

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