mastercard foundation

eleV TAKING FLIGHT TOGETHER

Roadmap to 2030

Our Vision

Indigenous young people living Mino Bimaadiziwin (“a good life”)

Our Goal

Education and employment systems are transformed to enable 100,000 Indigenous young people to access post-secondary education and transition to meaningful livelihoods

Strategic Outcome #1

Indigenous youth access and succeed in transformed education and training systems reflecting Indigenous ways of knowing, being and learning

Strategic Outcome #2

Indigenous youth have access, opportunities, and can successfully transition to meaningful livelihoods

Introduction

The vision for EleV, a vision co-created and confirmed with Indigenous youth and communities, is for Indigenous youth to be living Mino Bimaadiziwin – “a good life” in the Anishinaabe language. Mino Bimaadiziwin is a holistic and Indigenized view of success – not simply employment but a meaningful livelihood, a fulfilling life, a life consistent with one’s traditions and values.

To achieve this vision, EleV’s goal is for education and employment systems to be transformed to enable 100,000 Indigenous young people to access post-secondary education and transition to a meaningful livelihood.

Realizing this vision requires a larger and more fundamental effort towards systems change – transforming education, training and employment systems based on the direction of Indigenous youth, communities and Nations so that these systems value and embed Indigenous languages, cultures, and worldviews, and support success for Indigenous youth.

We will advance systems change with our partners using “the demonstration effect” - highlighting new approaches, new models, lessons learned and best practices. We will share and showcase – “demonstrate” - success and innovation underway across the country. This will drive changes in policy and practice, spark support for new thinking, and increase large-scale investment for systems change. Existing systems will function more equitably to meet the needs of Indigenous young people, and new Indigenous systems will be built and strengthened.

The Name EleV

The name EleV (e-lə-VEE) was selected in consultation with partner Indigenous communities and youth.

"Elev" is a play on the word "elevate" in English and "élève" (student) in French.

The "V" evokes a flock of birds flying a long distance, wherein each member takes a turn in the tiring lead position – a lesson from nature on the power of collaborative leadership in support of community.

Pathway to Change:

The Demonstration Effect

The work of EleV and our partners will lead to more Indigenous youth accessing and succeeding in education and employment systems, including entrepreneurship.

We will facilitate action in areas necessary to enable progress, such as digital connectivity. Ultimately, we want our work to result in Indigenous youth prospering through connection to culture, language and land, a strong sense of self, and opportunities to lead.

Institutional change, new models and approaches, and innovations in education and employment support Indigenous youth success

Communications, Storytelling & Thought Leadership

Demonstration Effect

Institutions adopt innovations and improvements, and strong new Indigenous-led institutions emerge

Governments change policies, legislation and mindsets to better facilitate Indigenous youth and community success

Change in Policies, Practices, Resource Flows, Relationships & Connections, Power Dynamics, Mental Models

Education and employment systems are transformed to enable Indigenous youth achieving *Mino Bimaadiziwin*

The EleV Strategic Vision

The Roadmap to our destination includes some key milestones to guide us on our journey. Current plans include working towards the **following outcomes:**

- Nine partnerships in key regions of Canada that align education with economic opportunities.
- Indigenous entrepreneurs creating jobs for Indigenous youth.
- Access to capital unlocked through innovative financing for sustainable growth and community-based solutions.
- Government policy reform and support for improved post-secondary education outcomes enabling all Indigenous youth across the country to succeed.
- A national network of institutions and Indigenous organizations driving momentum for system change including a national Youth Peer Network.

The Core Pillars

We will work directly with Indigenous organizations, universities, and/or the private sector to implement EleV across Canada. Each partnership will respond to the specific opportunities for young people in its respective region.

The core pillars supporting this work include:

Leveraging strong partnerships between Indigenous communities and post-secondary institutions implementing system-wide innovations.

Preparing young people with the right skills and networks to transition from school to work in economic growth sectors identified by communities.

Ongoing learning and engagement with federal and provincial governments to influence policy and investment on effective models for transformative long-term impact.

Social and economic impact through innovative supports and financing for Indigenous entrepreneurs.

Elevating the leadership of Indigenous youth to drive transformation.

The following sectors emerge across all regions as major opportunities for Indigenous youth

Green energy: solar, wind, and geothermal technologies.

Sustainable resource activities: fisheries, forestry, and agriculture.

Eco-tourism: hospitality, guiding, and cultural services.

Other future-oriented nation-building sectors, like health, technology, and housing/construction.

EleV: Our Partnerships

EleV works with partners that are Indigenous-led or are working in deep partnerships with Indigenous youth, communities and/or organizations. We work with partners that are pursuing new approaches and demonstrating innovation and success.

We will highlight innovation with our partners to stimulate wide-spread systems change, including longer term investment from public and private sectors as well as the necessary policy changes that will support innovation and transformation.

Our Values Guide Our Work with Our Partners

The values of the Mastercard Foundation lead every aspect of our work: Humility, Listening, Kindness and Respect, Co-Creation and Impact.

In Canada, we are guided by values specific to our work with Indigenous youth, communities and Nations that are founded on:

Supporting Indigenous Self-Determination

Affirmation of Language and Culture

Equity & Inclusion

Addressing Systemic Barriers to Progress and Transformation

Achieving the EleV Vision and Goals with Our Partners

In EleV, we work with our partners to achieve our vision of Indigenous young people living Mino Bimaadiziwin supported by the goal of transforming education and employment systems to enable 100,000 Indigenous young people to access post-secondary education and transition to meaningful livelihoods.

This requires action on two Strategic System Level Priorities.

01.

Education systems transformed enabling successful transition to and completion of post-secondary for Indigenous youth.

- Through our regional collaborative partnerships, we will engage Indigenous community governments, school districts, provincial and territorial government education officials as well as the federal government - Minister for Crown-Indigenous Relations and Minister for Indigenous Services - to foster better coordination among all parties.
- Demonstration of new, innovative and successful approaches as opportunities for government policy shifts and investments aligned with reconciliation and Indigenous youth led success.

02.

Employment and entrepreneurship accessible to Indigenous youth, and growth in opportunities aligned with Indigenous youth and community aspirations.

- Through our regional collaborative partnerships as well as partnerships in key sectors, we will engage with regulatory bodies and employers from the private sector to address gaps and barriers and leverage new opportunities and innovation.
- Focus on digital futures and digital economy as a key enabler.

EleV Strategy

Ecosystem Enablers

Youth Identity & Leadership
Digital Transformation

Education & Training Systems

- Indigenous Ways of Knowing, Being and Doing ←
- Increased Access ←
- Meaningful & Relevant ←

Employment & Entrepreneurship

- → Entrepreneurship Pathways
- → Expanded Community Opportunities
- → Transition to Work

100,000 Indigenous Youth Living *Mino Bimaadiziwin* *(a good life)*

Measuring Impact & Outcomes

The Vision of systems transformation requires a new approach to learning and measurement and clarity of reporting results and impact. The Learning Framework developed with our partners transforms reporting from a burden or passive assessment to an active tool for effective oversight, learning, and engagement by partners and collaborative groups of partners.

This approach enables nimble and responsive programming developed through ongoing co-creation and iteration and maximizes impact in real-time by and for our partners.

We measure not only outputs but outcomes, and work to foster a deep commitment to learning, iteration, and systems transformation.

Why This Work is Important For All of Us

The need for systems change is based on the reality that Indigenous youth face systemic barriers that impact their social and economic outcomes. These barriers result from legal and policy approaches imposed on Indigenous peoples aimed at assimilation and colonization. The approaches are deeply embedded, the impacts are still being felt. But there is growing awareness among governments and Canadians that it's time for a new approach. This is a moral and legal imperative. Indigenous peoples have rights that must be recognized and implemented.

Supporting Indigenous youth will help answer the Truth and Reconciliation Commission's Calls to Action and give life to the United Nations Declaration on the Rights of Indigenous Peoples. It will move all of Canada forward.

This work is also a solid investment in our shared future. Indigenous young people are the fastest growing segment of the population in Canada. Closing the education and employment gaps will add billions to the economy and save billions more in the costs of poverty. It will address Canada's looming long-term labour shortage. The contributions of Indigenous youth to the cultural, political and artistic life of the country are incalculable.

The challenges are many: lack of quality education and inequitable funding for education; lack of jobs and training; remoteness; the digital divide; racism and more. But Indigenous youth have the solutions. They are working to build a better future, grounded in Indigenous cultures and languages, supported by sustainable and diverse economies. Now is the time to work together to transform broken systems through bold solutions founded in the vision and values of Indigenous youth, communities, and Nations.

Conclusion

Indigenous youth are powerful agents of change for their communities, Nations, and Canada as a whole. EleV is a commitment to Indigenous youth to support them in their pathways through education and on to meaningful work and livelihoods based on their values, traditions, and aspirations.

We are walking alongside Indigenous youth, communities, and Nations with respect and commitment to support the journey towards reconciliation and Mino Bimaadiziwin.

For more information on the Mastercard Foundation EleV Program visit:
mastercardfdn.org/elev

Follow us on Facebook, Twitter, LinkedIn and Instagram: **@EleVIndigenous**

Snapshot of EleV Partners

A national overview of some of the organizations we work with

Many of our partners serve Indigenous young people and communities in multiple regions, over large territories. The dots on the map are a representation of the distribution of our partners across Canada, and do not convey the areas they serve.

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