

BCCIC's International Development Week 2010

The following pages are from BCCIC's 2010 International Development Week (IDW) website. In 2010, IDW took place from February 6 to 13, 2010. As part of IDW 2010, BCCIC profiled eight youth, ages 15-26, from around British Columbia who are acting as global citizens in their communities. The youth were profiled on BCCIC's webpage and each youth had an article, podcast and YouTube video produced which outlined their achievements. In order to spread the campaign, BCCIC utilized a variety of social media tools including Twitter (#IDW2010) and Facebook. Visitors to the webpage increased three-fold, the YouTube videos and podcasts were downloaded widely and BCCIC's followers and fans on the social media websites increased dramatically.

The launch of IDW 2010 was also the launch of BCCIC's digital presence. I was responsible for ensuring a successful launch for the campaign. A full list of successes can be found at <http://bccic.ca/thank-you-successful-international-development-week-2010>, while some of the digital successes include:

Website : Prior to the launch on January 27, BCCIC received an average of 48 visits per a day on our website since March of 2009. From the period January 27 to February 14, BCCIC received 2,707 visits to our webpage, an average of 142.47 visits per a day.

Videos: During the period of our campaign, our videos on YouTube of the eight youth were viewed 808 times. The YouTube videos were available on BCCIC's YouTube channel (www.youtube.com/user/TheBCCIC), embedded on the pages for the youth on the BCCIC website (www.bccic.ca) and linked to BCCIC's social media sites (Facebook and Twitter).

Podcasts: During the period of our campaign, BCCIC's podcasts were downloaded 1640 times – an average of 86.3 downloads per a day. The podcasts were available on BCCIC's My Podcast World (<http://www.mypodcastworld.com/podcasts/bccic>), embedded on the pages for the youth on BCCIC's website (www.bccic.ca), available on iTunes podcasts, and linked to BCCIC's social media sites.

Social Media: As part of the International Development Week campaign, BCCIC had the opportunity to develop our online social media pages. These include a Facebook fan page (<http://www.facebook.com/BCCIC>) and a Twitter feed (<http://twitter.com/bccic>).

Facebook: Prior to the campaign, the BCCIC fan page had 168 fans. At February 14, BCCIC's fan page had increased to 248.

Twitter: Prior to the campaign, the BCCIC Twitter feed had 40 followers. As February 14, BCCIC's Twitter feed had 334 followers.



International Development Week 2010

**BE YOURSELF.
BE BOLD.
BE THE CHANGE.**

young Canadians from across BC are doing amazing things to make a difference in their communities. check out the stories of 8 young leaders below to get inspired - and share your own comments to win a FLIP video camcorder!

1990-2010

International Development Week
February 7-13, 2010
www.cida.gc.ca/idw

Semaine du développement international
Du 7 au 13 février 2010
www.acdi.gc.ca/sdi

years | ans

find events in your area.

(calendar-IDW2010)

get involved.

([http://bccic.ca/get-](http://bccic.ca/get-involved-bc-and-overseas)

[involved-bc-and-overseas](http://bccic.ca/get-involved-bc-and-overseas))

give us feedback below and win your own FLIP camcorder!

(<http://bccic.ca/contest-finished>)

learn more about BC's amazing global citizens!



Katherine Charlesworth

(katherine-charlesworth)

"You're never too young or too old to get involved in international development. The first step is to find your passion, and then find a way to express that passion by becoming part of a group, starting a club, or writing for a newspaper...It could also be more creative, like writing a song about the issue and performing it. If you have a talent, use it to get the message across."

Read more, listen to her interview and watch Katherine's video...

(Katherine_Charlesworth)(katherine-charlesworth)

Jeff Geipel

(<http://bccic.ca/jeff-geipel>)

"I want people to realize that coffee doesn't come from the coffee shop but from a farmer in Latin America or Africa, that their cell phone is made from minerals extracted in the Congo, that everything comes from somewhere. I want people to start asking these questions about every product: where does it come from, how is it made, and is it ethical?"

Read more, listen to his interview and watch Jeff's video... (<http://bccic.ca/jeff-geipel>)



(Jeff_Geipel)



Rachel Moxham

(<http://bccic.ca/rachel-moxham>)

"The greatest impediment to social change is people's lack of belief in themselves and their capabilities. A lot of people are scared to believe how great they can be. So just accept your greatness and do something!"

Read more, listen to her interview and watch Rachel's video...

(<http://bccic.ca/rachel-moxham>)

(Rachel_Moxham)

(Harish_Raisinghani)

Harish Raisinghani

([http://bccic.ca/harish-](http://bccic.ca/harish-raisinghani)

raisinghani)

"We live in a society where we're easily distracted, with the phone, with running from meeting to meeting. People put off spending time with family and friends, and with themselves. I wish we could all contribute better to society, that we could be better at interacting with other people."

Read more, listen to his interview and watch Harish's video...

(<http://bccic.ca/harish-raisinghani>)



Sonya Sangster

(<http://bccic.ca/sonya-sangster>)



(Sonya_Sangster)

sangster)

"I had a gut feeling that out there somewhere, there is a person just like me who is suffering in a situation that they cannot control, a situation they were born into, without choice. I got to thinking that if I were that person, I would want someone fighting for me, someone who was able to, who had the resources, the skills, and the ability. And I knew that in just acting on that gut feeling, I could be all of those things: a voice, a resource, some hope."

Read more, listen to her interview and watch Sonya's video..

(<http://bccic.ca/sonya-sangster>)

Sarena Talbot

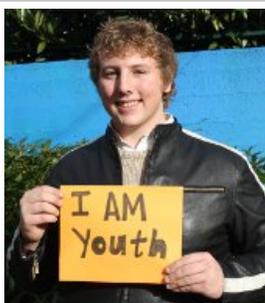
(<http://bccic.ca/sarena-talbot>)

"I am passionate about creating community, whether that means at a neighbourhood or global level. When people here in Canada see inequality, it's usually through the media and it's 'othered.' You don't hear people's stories, and you don't interact with their lives. But as soon as you speak to someone, hear their story and share your own, you see that we're all just people, and you become inspired to do something."

Read more, listen to her interview and watch Sarena's video... (<http://bccic.ca/sarena-talbot>)



(Sarena_Talbot)



(Matthew_Warnock)

Matthew Warnock

(<http://bccic.ca/matthew-warnock>)

warnock)

"You have a choice. You can either spend six hours playing video games, or you can get involved and work for change."

Read more, listen to his interview and watch Matthew's video...

(<http://bccic.ca/matthew-warnock>)

Kat Zimmer

(<http://bccic.ca/kat-zimmer>)

"Start right where you are – you don't have to leave the country to get involved. Volunteer on local projects that address the needs of your own community, and this will give you the experience and understanding to be able to enable other communities to develop themselves effectively."

Read more, listen to her interview and watch Kat's video...

(<http://bccic.ca/kat-zimmer>)

