

CPRN Leadership Summit 2008 Report

Connecting with Canadians
 *shaping our future*

Acknowledgements

The outcomes from the CPRN Leadership Summit 2008 will be extremely valuable to CPRN as we implement our *Connecting with Canadians* research program.

The Summit would not have been such a success without the contributions from so many people. The CPRN Board of Directors has been closely involved in the development of the *Connecting with Canadians* research program, in providing leadership and support in introducing the *Connecting with Canadians* framework to business and community leaders across Canada and in the Directors' participation at the Leadership Summit. The CPRN staff also played a key role in planning the Summit and ensuring its success on the day.

The Summit was attended by a number of young leaders who ensured that the voice of Canada's future was heard. We would like to thank not only the young leaders for their participation, but also the following organizations who helped identify young leaders and supported their attendance: Trudeau Foundation Scholarships, Sauvé Scholars Foundation, Action Canada Scholarship Fund and Anima Leadership.

Finally, and most importantly, CPRN would like to thank all Summit participants for their thoughtful and informed contributions.

CPRN Leadership Summit 2008 Report

Introduction

The Leadership Summit 2008 launched CPRN's new public policy research program, *Connecting with Canadians*, in Ottawa on February 13. Community, business, government and young leaders from across Canada identified barriers and opportunities that Canada must address in order to respond to the key challenges facing the country.

This report provides a summary of the day, the main messages from key speakers and participants, and advice on what should be done to help achieve the Canada that Canadians want. It sets out in more detail the dialogues which took place on the five challenges and the priorities for action which were identified.

This report provides CPRN with information that will be used to help guide *Connecting with Canadians* research and to propose innovative policy action on the challenges and cross-cutting issues identified.

Background to *Connecting with Canadians*

Since 1994 CPRN has produced some 700 valuable documents. In 2007, CPRN conducted a systematic review of the deliberative dialogues it has held with Canadians, as well as other research. The review showed that Canadians have articulated a set of expectations they hold for governments, businesses, and community organizations, as well as a set of reciprocal obligations that Canadians have to their country, community and family. This set of expectations and obligations form a vision for Canada and is the basis for *Connecting with Canadians*.

With the expectations and obligations established, CPRN identified from its research five public policy challenges that are critical to achieving this vision: citizenship; diversity and Canadian values; productivity and skills; health and aging population; and the environment. Addressing these challenges is the focus of CPRN's *Connecting with Canadians* research – to find innovative policy ideas for Canada.

The vision for Canada and the challenges were discussed in a series of eight conversations with community and business leaders across the country from St. John's, NL, to Victoria, BC, November 2007 to January 2008. Participants agreed that the public policy challenges identified are the right ones. The conversations also identified four over-arching themes which cut across each challenge: the need for leadership; the role of the public sector; the importance of building Canada's place in the world; and the need to address the plight of Aboriginal peoples in Canada.

Overview of the Day

More than 80 leaders from business, government and non-profit organizations attended the Summit, including many young leaders. The agenda and participant list are provided in Appendices A and B.

The Summit began with an introduction from Allan Shaw, Chair of the CPRN Board of Directors. Mr. Shaw welcomed delegates to the Summit and outlined the purpose of the day.

Sharon Manson Singer, CPRN President, explained the process of developing the *Connecting with Canadians* research program and how the dialogue at the Summit would help shape CPRN's research program. Dr. Manson Singer provided an overview of the research framework, the key challenges and the themes identified in the conversations held with community and business leaders leading up to the Summit.

Ted Tunis, of E.S. Tunis and Associates, facilitated the Summit plenary sessions. Mr. Tunis explained that CPRN would like to know what participants thought were the most pressing barriers that must be addressed and opportunities that must be seized to move our country towards the Canada that Canadians want. Participants were asked to choose which of the five challenges they felt most passionate about and could add the most value to through further discussion. To assist in this decision CPRN produced a workbook with key facts and trends and invited five "opinion leaders" (experts in one of the five areas) to give compelling presentations on the issues. These lasted approximately 10 minutes each.

Participants then joined one of the five groups for both morning and afternoon discussions. In the morning session participants considered:

- Where is Canada headed and how does this differ from the Canada that Canadians want?
- What are the barriers that need to be overcome?
- What are the opportunities that need to be realized?

During the lunch break, Frank Graves, President of EKOS Research Associates Inc., gave a keynote speech on understanding Canadian values in a global context. His address, based mostly on EKOS research, painted a picture of Canadians' values and provided context on the challenges being discussed. He presented data to show that Canadians still hold a distinct set of values, despite there being a convergence of values generally across Western countries.

Mr. Graves also showed that since the 1960s there had been a decline in Canadians' willingness to trust politicians to do the right thing. He suggested that when the baby-boomer generation hands power over to the next generation we will see a shift in policy priorities and the development of new citizenship models. More details on his presentation are provided in Appendix C.

In the afternoon, participants returned to their groups with a view to:

- Identify the top priorities for action arising from the morning discussion, and
- Explain why these priorities are the most important.

Participants then returned to the plenary session to provide a summary of their discussions and the priorities identified.

The Summit closed with Dr. Manson Singer responding to the advice and input provided by participants. She also set out the next steps for the development of the research program and told participants that CPRN would keep in touch with them personally and through the CPRN website to provide updates on the *Connecting with Canadians* research program.

What We Heard

This section gives an overview of the discussions in each of the five groups, including the priorities for action and where CPRN can play a role through *Connecting with Canadians* research. As the discussion was free-flowing in each group, the summary of priorities may be slightly different: broader or more specific; directly referring to CPRN action or calling on a broad range of leaders to act. The information will help CPRN frame its research agenda.

1. Citizenship

Summary of Citizenship Challenge Presented by Peter MacLeod, MASS LBP

It is impossible to talk about citizenship without talking about democracy. Democracy has a history and has meant different things to different people throughout time. In the West, democracy has meant the flow of power and urgency from the few to the many (from elites making decisions to direct citizen participation) and it is still a work in progress. In terms of democracy and citizenship it is easy to think that the job is done and we have reached the end point, but this is both wrong and dangerous.

– *“Democracy is, at its best, a work in progress.”*

It is often said that people have become apathetic and this is the reason for the lack of participation in traditional methods of political engagement. A more accurate answer may be that they are just bored with the system. They equate good citizenship with paying taxes and voting every once in a while. We need to be asking for more than just votes: democracy needs to shift from moving *down* to people to moving *out* to people. There is so much originality that goes untapped when people are not given the ability to channel this passion and ideas, and we need to address this now.

– *“Democracy is the world’s greatest experiment and citizenship its most radical idea.”*

The group’s wide-ranging discussion resulted in five priorities that need leadership and action. As the dialogue progressed, the group identified a number of areas where CPRN could play a role in advancing citizenship in a positive way.

Priority 1: Hold a Nationwide Conversation on Citizenship in the 21st Century

There is currently a focus on the short term and no clearly perceived long-term vision for the country. Many people identify with regions rather than Canada as a whole. Therefore, it can be difficult to define one Canadian vision. Clarifying the social contract and what it means to be a citizen may be helpful to the citizenship debate. This could take place through CPRN convening a nationwide conversation on citizenship with the public, not just Canada's elites.

Priority 2: Model New Ways of Engaging

Participants perceived that many issues are never addressed because they are sensitive and could cause conflict. Finding new ways of engaging in these conversations and working through the conflicts in a constructive, respectful manner is key to creating and defining a new national vision. Young people are often better able to engage across barriers and borders, and could be useful as social navigators in building this vision.

Priority 3: Increase the Role of the Voluntary and Community Sector

The voluntary and community sector (VCS) is well placed to fill some of the gaps between what citizens expect from government institutions and what government currently delivers. The VCS has great potential to implement many of the broad policies and programs and do it in a way that takes into consideration the particularity of the community. However funding constraints are a major barrier. CPRN could create an asset map of skills, competencies and initiatives of the various sectors, and could bring groups together to collaborate. CPRN could help build bridges and understanding between government and the VCS.

Priority 4: Reform Institutions

Institutions, like governments, are not adapting to the changing demands of the Canadian population in the 21st century. Participants perceived that they are rigid and inflexible and still operate in a command and control style, when they actually need to be enablers. Institutions need to develop policies which are closer to communities, and different tiers of government need to interact with citizens in different ways. CPRN has a role to play in hearing local voices, connecting them, and translating their input into policy ideas that can be fed back to government institutions.

Priority 5: Analyze Patterns of (Dis)engagement across All Age Groups

Canada's youth engage within the public sphere and with each other differently than older generations. However, there appears to be little information on whether this is an age-related characteristic or specific to this current cohort of young people. It may be that as people get older they learn how to work with institutions and engage through the traditional channels. With voter turnout across the Western world at record lows, disengagement could be a longer-term phenomenon. Other groups, including parents with young children, are also facing challenges to engage, and these are not well understood.

2. Diversity and Canadian Values

Summary of Diversity and Canadian Values Challenge Presented by Shakil Choudhury, Anima Leadership

– “Diversity can mean everything and nothing.”

Thinking about Canada 10 to 20 years from now, will it be a country that is weak and divided or strong and united? Europe is already on fire in terms of diversity, literally in some cases: riots in the suburbs of Paris; the reintroduction of walled ghettos in areas of Italy; anti-immigration rhetoric in the mainstream; and a profound fear of difference. Could that happen in Canada?

– “Diversity is the cornerstone of democracy.”

Diversity is a complex and difficult topic rooted deeply in our civil liberties and concepts of democracy. Diversity brings difference to the table but how do we then deal with this? We need to courageously build relationships across communities by truly confronting and embracing our differences and not just our similarities. Relationships are the foundations of how well we cope when crises arise. If Canada can find its way through these contentious issues, we have a gift to offer the global community. We need to break new ground on how we redefine diversity and democracy.

Three priorities for action were identified by the group.

Priority 1: Organize a National Dialogue on Citizenship and Diversity

Canada is at a crossroads. Diversity is no longer debatable, it is a fact. We must find common ground to avoid the pitfalls of growing separation, alienation and division between communities. Ethnic communities, those of faith, as well as geographic, immigrant and founding communities are all Canadians. At the brink of the 21st century, we need a national dialogue on citizenship and diversity to engage all Canadians – recent and longstanding, young and old, east and west, rich and poor, white and non-white, urban and rural – in a courageous conversation about a new Canadian identity that reflects us all.

Priority 2: Fostering Community, Building Relationships: What Does the Evidence Show?

In times of rapid change, anxiety builds and difference can be interpreted as threat. Strong communities, close ties, mutual understanding and exposure to differences lead to a safer, healthier, more cohesive social fabric. Together, Canadians can meet the challenges of the 21st century: economic upheaval, environmental crisis, population aging. State-of-the-field research to identify, document and disseminate the approaches that work in fostering community and building relationships can contribute to strengthening Canada.

Priority 3: Recognize Foreign Credentials to Support Full Inclusion of Immigrants to Canada

As long as we continue to attract 20,000 new immigrants to Canada every month and persist in excluding them by not using the skills and credentials that they were chosen for, we are hampering our economy and delaying their successful integration as citizens. Canada must move forward immediately with strategies and programs to fast-track the recognition of foreign credentials and expedite the full inclusion of all immigrants to Canada. Economic inclusion is fundamental to the success of Canada's "diversity model" and to reducing poverty and inequality.

In addition to the three priorities, a number of other themes were raised and keenly felt by the group: the need for leadership; a focus on inclusion and equity; an examination of "identity"; addressing the growing urban/rural divide; and generational differences in understanding diversity, citizenship and identity.

3. Productivity and Skills

Summary of Productivity and Skills Challenge Presented by Susan Williams, Alberta Employment, Immigration and Industry

Alberta stands on the threshold of opportunity as it undergoes the strongest period of economic growth ever recorded by any province in Canada's history. Solving workforce challenges are key to the province being able to manage this growth. This means having people with the right skills at the right time for jobs now and in the future.

It can be difficult for young people to make career decisions. The paradigm has changed since the baby boom generation. Young people now do not have the luxury of "lost years" before they find something they want to do, so they need help with career planning. In Alberta, internships are being run for youth to help them decide on the right career path. We also need to address labour, skill and resource shortages by strengthening immigration and foreign credential recognition, retention and training for mature workers, high school completion and taking training to people in their communities.

We need to look at productivity in a broader sense than in the past. It is not just about improving technology in manufacturing or resource industries; it is also about helping people to work more efficiently in the service sector. It is about looking at how you use people in your business or organization. Some of the innovation seen in Alberta is in retail, hospitality and in the health sector.

The group identified a number of surrounding issues to the discussion of productivity. First, productivity differences among provinces do not necessarily mean that people are more productive so much as that more resources are being exploited and sold at a greater value. Second, lower productivity in Canada relative to other countries such as the United States may reflect Canada's under-investment in technology rather than an under-investment in people. Third, when Canada considers where it is going to "make a living" in the next 20 to 30 years the answer may lie in resources and manufacturing. But if we could move away from our "resource-based culture" we might in fact be able to export even more, such as health care knowledge and education services.

The group felt that lifelong learning needs to go beyond the talk phase and be supported by action and programs. This includes investing in “middle-age” learning, early childhood, Aboriginal education and trades, as well as university.

The group identified six priorities based on two themes: innovation and learning.

Priority 1: *We need to understand the importance of innovation in achieving our economic and social objectives, and we need to understand better the innovation process.*

Canada needs to foster a culture of innovation across all sectors if we are to compete with the scientifically-driven technological change from Asia and elsewhere, and to be less dependent on resources. Innovation is fundamental if Canada is to achieve its economic and social objectives. We need to understand the innovation process and to foster creativity and initiative. Such innovation depends, in part, on having sound general credentials as well as specific science credentials.

Priority 2: *We need better dialogue across institutions, governments, provinces, and regions in order to communicate best practices.*

Canada needs to work harder to integrate fragmented learning systems. This requires governments and institutions to dialogue, especially about the best practices that are likely to flourish within a country with provincially-controlled systems. Bodies such as the Council of Ministers of Education, the Forum of Labour Market Ministers, and the Council of the Federation might play a more active role.

Priority 3: *We need to influence the expectations of both educators and learners in order to foster a culture of possibilities.*

The educational attainment of Canadians depends to a considerable extent upon the expectations that teachers and parents convey to our children.

Priority 4: *To foster a culture of learning in the workplace employers need to realize that “development” involves more than formal training programs: it also involves organizing work in a way that fosters learning and creativity.*

Employers should be encouraged to develop a learning culture in their workplace that goes beyond providing training programs. It means designing work so that people can fully utilize their skills, and creative problem-solving is encouraged.

Priority 5: *We need to value all learning pathways, not only those that lead to a university degree.*

There is a perception among many parents and educators that the best path to success for everyone is a university degree. We need to educate people about the opportunities for good jobs through work in the trades. Also, systems for recognizing credentials and skills and for ensuring that immigrants are able to apply their skills are needed if Canada is to attract the best, and then to make the optimum use of their talents.

Priority 6: We need to pay special attention to the learning issues of the Aboriginal population, integrated with other supports to that community.

We need to work with and enable Aboriginals and their communities to realize their potential to contribute fully to the economy and their communities.

4. Health and Aging Population

**Summary of Health and Aging Population Challenge
Presented by Margaret MacAdam, CPRN**

We are very proud of the Canadian health care system. We have better outcomes at less cost than some other systems, but we also have a number of well-publicized problems. Our challenges include recruiting and retaining an adequate workforce, improving wait times, implementing primary care reform, developing an appropriate system of care for those with chronic conditions and improving investment in information technology. There are also questions about the sustainability of the health care system.

There will be an increased, and sustained, demand on our health care system as the baby boomers age. A key issue to monitor is the dialogue about the role of private health care delivery which exacerbates the problem of equitable access to care among Canadians.

The Health and Aging group classified its priority areas under three major themes.

Priority 1 Improve Health Justice and Equity

It is appropriate for CPRN to undertake health justice and equity as a research concern, because there are significant inequities in access and outcomes in the Canadian population. Income and ethno-cultural background, literacy, education, and access to employment are all linked to personal health. More needs to be done to understand the connections and to develop policy options.

We need to begin a conversation with all Canadians on inequalities in care provision and how to address them. CPRN could facilitate a dialogue among the players, including all levels of government, professional associations, individual citizens and community workers. The discussion needs to include examining health human resource practices and the shortage of some health care professionals.

Priority 2: Transform Our Institutions to Accelerate Change

Since the early 1980's, there have been many reviews about the need to transform Canada's health care system from being provider-driven to being consumer-or patient-centred. We need to determine how to develop a citizen-centered health care system as opposed to an institution-focused system. Institutions are silos; they are good at talking within institutional settings but not across settings and organizations. Investment in health information systems is one way of improving patient care and outcomes. A health record that is easily accessible across institutions is an example of improving quality, and client outcomes. To date, Canada has been slower than some other countries in implementing health information technologies.

Priority 3: Educate and Empower Individuals and Communities

How do we help empower Canadians to be more effective in expecting better health and better health care? Institutional responses need to be sensitive to the needs of patients. A “health vault,” being developed by Microsoft, would allow patients to control the collection and use of personal health information. Such ideas are examples of ways in which consumers can be empowered to manage the transmission of their personal health information, as well as become more informed about their health care.

5. Environment

Summary of Environment Challenge

Presented by Michael Buzzelli, The University of Western Ontario

Environment is higher on the public agenda now than it has ever been, due largely to the focus on climate change and Greenhouse Gas emissions. While these are critical issues, they exist alongside other pressing environmental concerns, some uniquely Canadian, that may at times be hidden from view. Canada’s northern ecology; governance of Pacific and Atlantic fisheries; sustainable forest management; and stewardship of Canada’s freshwater resources are important examples.

Interest in the environment has risen greatly in recent years. There is a call for leadership on this issue, combined with a risk that the environment will become a casualty of federalism, where we are left with a patchwork quilt of strategies and policies on climate change and other issues.

Four main priorities were identified by the group.

Priority 1: Narrow the Gap between Words and Deeds

There is a gap between the rhetoric and reality -- between what people say and what they are actually willing to do. For at least a decade, Canadians have identified the environment as one of their main concerns. Recent polling places it as the number one concern, even above health. However, that perceived importance is counter-balanced by lifestyles that reflect opposing values, as evidenced by increasing energy consumption and transportation habits. In addition, the role of average Canadians in solving environmental problems is unclear, and there is uncertainty about which actions will result in the most effective outcomes.

Priority 2: Ensure Environmental Justice for All Socio-Economic Classes

Environmental degradation is distributed unevenly socio-economically and throughout the world. Disadvantaged groups, including Aboriginal populations, shoulder a disproportionate burden of exposure to environmental issues, such as air pollution and drinking water quality. Further, they are not sharing equally in the quality of life and living standards that come with growth and development. This presents an environmental inequity or environmental injustice challenge. Action is needed to achieve environmental justice for all, rather than a widening gap between socio-economic and environmental “have” and “have-not” provinces, regions and neighbourhoods.

Priority 3: Influence the Evolving Notions of Citizenship to Help Define the Responsibilities and Obligations of Individuals, Business and Different Levels of Government in Safeguarding the Environment

There is consistency in the expectation of a clean and healthy environment and the obligation to use natural resources responsibly. However, there is uncertainty about where the responsibility for acting to protect the environment falls. Is it on the shoulders of individuals? Industry? Municipalities? Provincial and territorial governments? Federal government? Or must there be, above all, a global effort to improve our ecosystems? It was agreed that the answer is multi-sectoral with all actors having a role to play. There is a growing level of awareness and concern in the general public, but no clear guidance from the policy-makers or leaders on how to address environmental challenges and where best to initiate change at the individual, corporate, national or international levels. Opportunities exist to look at best practices from other countries and regions, to share knowledge and to explore solutions.

Priority 4: Foster a Cultural Shift to Help Canadians Cope with the Trade-Offs between Short- and Long-Term Costs and Benefits

We need to develop informed leadership to confront, and define a pathway to, a fundamental shift in the choices and constraints that climate change and other environmental issues will bring in the years ahead. This is a cultural shift that will impact Canadians' every-day living, including where we live (housing and land-use patterns), how we travel (transportation) and what we eat (agriculture and farming).

People tend to gravitate towards short-term solutions. Reversing the effects of environmental degradation requires a long-term approach. We need to better understand the trade-off between the immediate costs of effective solutions and the future cost of ignoring the problem. Canada is well placed to become a leader in renewable energy, but the need to develop this capacity is urgent. Improved health, job creation and global competitiveness will be some of the benefits. But before we can reap these sorts of benefits, informed leadership and good governance is required.

Conclusions: Where Do We Go from Here?

Sharon Manson Singer, CPRN President, thanked Summit participants for engaging passionately in the discussions on the five challenges. Their ideas had helped to identify some priorities for action, research and further discussion. CPRN will use these in developing its *Connecting with Canadians* research agenda.

Dr. Manson Singer highlighted three themes that emerged from the Summit:

- Citizenship and diversity were overarching themes: what it means to be Canadian affects all of the challenges. We need a national discussion on citizenship which will look at and give voice to national, provincial and local perspectives, and will find constructive ways to discuss the hard choices and real trade-offs that need to be made.
- The gap between the “haves” and the “have-nots” is growing. In particular, health and environmental justice issues need to be further understood and explored before we reach a tipping point in the polarization of our society.
- There are barriers and opportunities within each of the challenges. We need to examine leadership, the fragmentation of decision-making, governance, and new mechanisms of engagement. Young people are the cultural navigators of the future and the leaders of tomorrow. Future dialogues must engage Canadians from all walks of life, with the younger generation being central to the process.

In conclusion, Dr. Manson Singer noted that Canada is a nation of great innovators. However, we are not happy with where we are at the moment. Through further dialogue and action, we can achieve change and create the Canada that Canadians want.

Appendix A

Summit Agenda

8:30 – 10:00	Registration and Coffee
10:00 – 10:10	Welcome – CPRN Chair, Allan Shaw
10:10 – 10:30	Overview of <i>Connecting with Canadians</i> – CPRN President, Sharon Manson Singer
10:30 – 11:00	Introduction to each of the five challenges for group discussion <ul style="list-style-type: none">• <i>Citizenship</i>: Peter MacLeod, Principal of MASS LBP• <i>Diversity and Canadian Values</i>: Shakil Choudhury, Program Manager, Anima Leadership• <i>Productivity and Skills</i>: Susan Williams, Assistant Deputy Minister, Workforce Supports, Alberta Employment, Immigration and Industry• <i>Health and Aging Population</i>: Margaret MacAdam, CPRN• <i>Environment</i>: Michael Buzzelli, PhD, The University of Western Ontario
11:00 – 12:15	Dialogue on each of the challenges: “Looking at the evidence, what does this mean for Canada?” <ul style="list-style-type: none">• Where is Canada headed?• How does that differ from the Canada that Canadians want?• What are the barriers that need to be overcome?• What are the opportunities that need to be realized?
12:15 – 1:45	Lunch – Keynote address by Frank Graves, President, EKOS Research Associates Inc. <i>Canadian Values: Understanding Our Values in a Global Context</i>
1:45 – 3:00	Further dialogue on each of the challenges: “What are our priorities?” <ul style="list-style-type: none">• What are our priorities to achieve the Canada that Canadians want?• Why are these priorities?
3:00 – 3:45	Plenary session: Groups report back on their discussions
3:45 – 4:00	Moving Forward – CPRN President, Sharon Manson Singer
4:00	Reception

Appendix B

Summit Participants List

Melissa Abramovitz, Canadian Community for Dialogue and Deliberation (C2D2)
Terry Albert, Canadian Medical Association
David Berger, Canadian Middle East Policy Network
Alain Bilodeau, Bell Canada
Richard Brisbois, CPRN
Mary Bush, Community Volunteer
Michael Buzzelli, The University of Western Ontario
Sylvie Cantin, CPRN
Robin Cardozo, The Ontario Trillium Foundation
Duncan Cass-Beggs, Human Resources and Social Development Canada
Karsten Cheng, Student
Michael Chong, Member of Parliament
Shakil Choudhury, Anima Leadership
Michael Clair, The Leslie Harris Centre of Regional Policy and Development
Allan Cohen, CPRN
Annahid Dashtgard, Anima Leadership
Susan Davis, Canadian Council for Israel and Jewish Advocacy
David DeWitt, York University
Peter Dinsdale, National Association of Friendship Centres
Colin Dodds, Saint Mary's University
Ashton D'Silva, Project C.A.N.O.E.
Kent Foran, Student
Tom Foran, BMO Nesbitt Burns
Pierre Gerlier Forest, Pierre Elliott Trudeau Foundation
Rodney Ghali, Health Canada
Frank Graves, EKOS Research Associates Inc.
Jennifer Gullen, Social Planning Council of Ottawa
Ron Hicks, Executive Council, Government of Alberta
Léo Houle, CPRN Board Member
Melanie Hudson, CPRN
Humera Jabir, Student
Andrew Jackson, Canadian Labour Congress
Uzma Jamil, McGill University
Paul Jenkins, Bank of Canada
Donald Juzwishin, Health Council of Canada
Tim Kennish, CPRN Board Member
Teri Kirk, Imagine Canada
Eva Kmiecic, United Way of Canada
Susan Knight, Shallaway - Newfoundland and Labrador Youth in Chorus
Guillaume Lavoie, Sauvé Foundation Scholar

Paul Ledwell, Institute on Governance
Lisa Little, Canadian Nurses Association
Margaret MacAdam, CPRN
Peter MacLeod, MASS LBP
Lee Macpherson, CPRN
Sharon Manson Singer, CPRN President
Margaret N. McCain, CPRN Board Member
Barbara McInnes, Community Foundation of Ottawa
Karen Mosher, Citizenship and Immigration Canada
Andreea Muscurel, Noor Cultural Centre
Larry Orton, CPRN
Taylor Owen, Action Canada and Pierre Elliott Trudeau Foundation Scholar
Emily Paddon, Action Canada and Pierre Elliott Trudeau Foundation Scholar
Geneviève Pagé, Pierre Elliott Trudeau Foundation Scholar
Rebekah Parker, Student
Monica Patten, Community Foundations of Canada
Nicole Pollack, CPRN
Courtney Pratt, CPRN Board Member
Mary Quinn, Canada School of Public Service
Romilly Rogers, CPRN
Penelope Rowe, Community Services Council, Newfoundland and Labrador
Ron Saunders, CPRN
Elexis Schloss, Design Consultant
Khalil Shariff, Aga Khan Foundation Canada
Allan Shaw, CPRN Board Chair
Leslie Shaw, Community Volunteer
Thomas Shepherd, Human Resources and Social Development Canada
Dianah Smith, Arts Educator
Susan Snider, E.S. Tunis and Associates
Alex Stephens, Work and Learning Knowledge Centre
Robert Thompson, CPRN Board Member
Elaine Todres, CPRN Board Member
Ted Tunis, E.S. Tunis and Associates
Barbara Van Haute, Métis Council of Canada
Judi Varga-Toth, CPRN
Cheryl Wadasinghe, Human Resources and Social Development Canada
Susan Williams, Alberta Employment, Immigration and Industry
Andrew Woodall, Canada Millennium Scholarship Foundation
Sally Wright, Community Volunteer
Gisèle Yasmeen, Social Sciences and Humanities Research Council of Canada
Sandy Yep, Canadian Race Relations Foundation

Appendix C

Keynote Address: Frank Graves, President, EKOS Research Associates Inc. *Canadian Values: Understanding Our Values in a Global Context*

Frank Graves is one of Canada's leading applied social researchers. Under his leadership, EKOS has earned a reputation for creative and rigorous research in the area of public policy, social policy and program evaluation, and as a leader in innovative survey techniques and methodology.

Frank Graves' keynote address, based on EKOS research, painted a picture of Canadians' values and provided some thoughts on the challenges being discussed at the Summit. Highlights of this address are as follows.

There is a sense of envy among Canadians who look to Americans and their political system as being more exciting. There is also a feeling that although Canadians have experienced buoyant economic times, they will see a future world that is less prosperous.

Governments used to make decisions behind closed doors and still be trusted by Canadians. Now people want to see open and accountable government and are not content to let politicians make decisions in private. Since the 1950s, most of the Western world has seen a similar decline in their willingness to trust politicians.

Canada has a very high proportion of baby-boomers, more so than any country other than Australia. Members of the baby-boom generation currently hold power, and it will be hard for them to relinquish this control. When they do, we are likely to see a shift in policy priorities from taxation and accountability, to the environment and social policy issues. Canada is actually declining relative to the rest of the world compared to its position 30 years ago. We need to recognize this and act now.

We are witnessing a convergence of values across countries. In comparison with Americans, Canadians are: more collectivist and favour a greater role for government; less ideological; more cosmopolitan; and more concerned with the environment (especially among those under 45 years old). Canadians still have a strong sense of belonging to their country.

Commentary on the Five Challenges

With respect to the challenges CPRN has identified, transparency, inclusion, and tangible results are central to all five. Also, all five suggest a need for a stronger relationship between citizens and government.

Citizenship: There are emerging models of citizenship that could include hyper-nationalism. Security concerns will also have a role to play in the development of new citizenship models.

Diversity and Canadian Values: Multiculturalism is seen as positive in Canada. While immigration is generally not a ballot box issue, it still has implications for citizens and will be a key issue when looking at the future of Canada.

Productivity and Skills: Canadians are not afraid of productivity. However, they worry about how to bring skills and knowledge into this agenda, and to personalize it.

Health and Aging Population: Health care is a main priority for Canadians, and a top priority for the federal government. There is a view that we are not making national, unified progress on health care. There is also a growing inter-dependence in the minds of the public between health and the environment.

Environment: Canadians are ready to tackle climate change and have been for a long time. People are prepared to do more, although there is a sense that they are “legends in their own mind but the reality doesn’t quite match that.” In the future, there may also be a link between the environment and immigration, as more people move to Canada to avoid the consequences of global warming.

