

**6 DEGREES**  
**THE GLOBAL**  
**FORUM FOR**  
**INCLUSION**

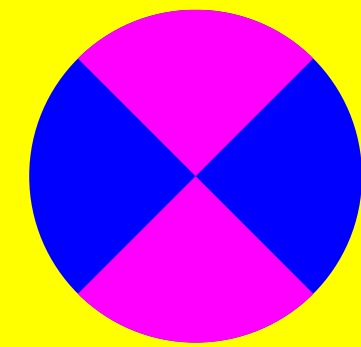


# 6 DEGREES TORONTO 2020

CONNECTION.  
CONVERSATION.  
ACTION.







**“THE FORCES ARE RAPIDLY  
TEARING AT THE FABRIC OF  
CIVIL SOCIETY AND WE  
LIVE, RIGHT NOW, IN AN  
UNPRECEDENTED MOMENT.  
6 DEGREES IS HERE TO KEEP  
DOORS OPEN.”**

**— MARGARET ATWOOD**

2018 Laureate of the Adrienne Clarkson Prize  
for Global Citizenship (6 Degrees Toronto)

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FOR INCLUSION**

## THE FORUM

**A bold project of the Institute for Canadian Citizenship, **6 Degrees** connects thinkers and doers to drive the global conversation on inclusion and citizenship.**

## THE CITIES

**Toronto Calgary**  
**Vancouver St. Gallen**  
**The Hague Berlin**  
**Mexico City Montréal**

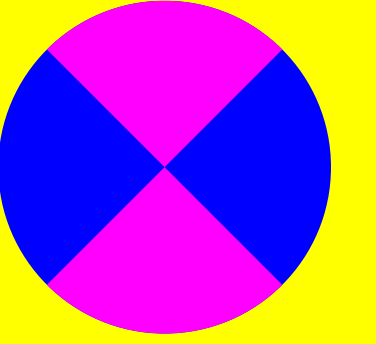
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## THE PEOPLE

**150+ speakers**  
**25+ countries**  
**15,000+ attendees**  
**since 2016**

## THE PROFILES

**Established leaders**  
**Courageous youth**  
**Emerging talents**  
**Leading experts**  
**Everyday citizens**





# CONNECTION. CONVERSATION. ACTION.

**This Canadian-based initiative challenges our unsettled age, and works to counter growing divisions in society by providing forums for conversations and action for inclusion and citizenship.**

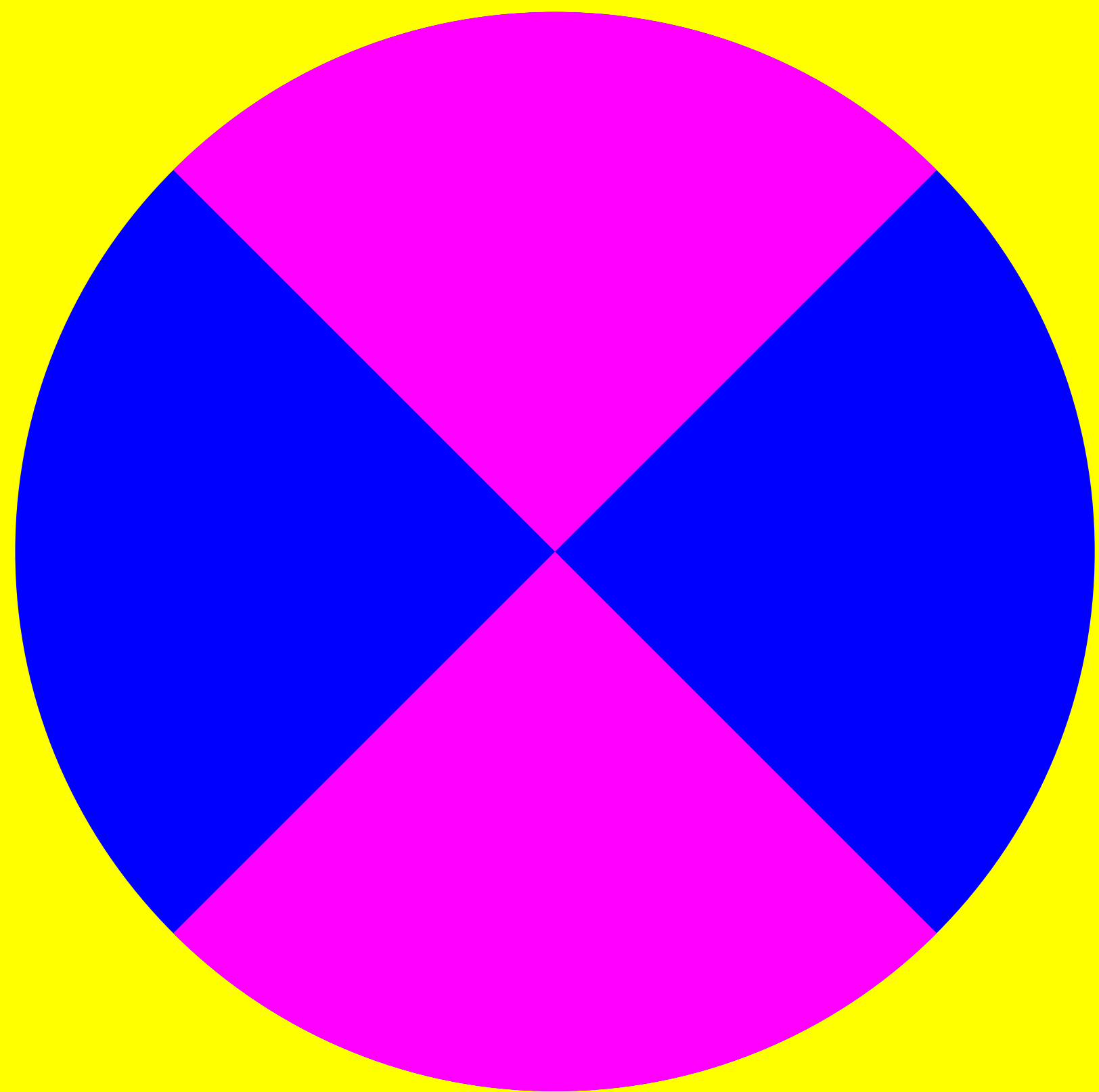
**Through an international series of immersive events, independent research, a global network of allies, and a strong platform for advocacy, 6 Degrees breaks down barriers and brings diverse leaders from all levels of society together to reframe debates around inclusion.**

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Giorgos Kaminis,  
Mayor of Athens  
(Greece) speaking  
in Berlin.





**JOIN US IN  
LEADING THE  
GLOBAL FORUM  
FOR INCLUSION.**

**6 DEGREES**  
**CIUDAD DE MÉXICO**  
**NOV. 2019**

**6 DEGREES**  
**BERLIN**  
**FEB. 2020**

**6 DEGREES**  
**MONTREAL**  
**SPRING 2020**

**6 DEGREES**  
**TORONTO**  
**FALL 2020**

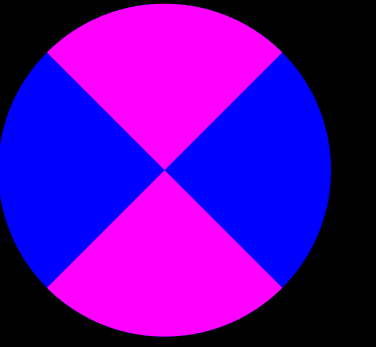
**6 DEGREES**  
**CALGARY**  
**FALL 2020**



Hands on at 6  
Degrees Berlin.



# WHAT IS 6 DEGREES?



- **A courageous mission**
- **Unique conversations**
- **International participants**
- **Signature events**
- **Global audience engagement**
- **Tools for change**
- **Impact**



# WHO IS 6 DEGREES?

## PARTICIPANTS INCLUDING

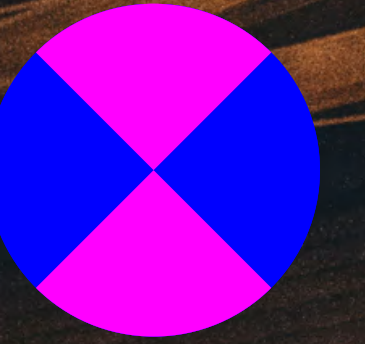
**Ai Weiwei, His Highness the Aga Khan, Naomi Klein, Michael Sandel, Dany Laferrière, Tyler Brûlé, Kent Monkman, Bernhard Schlink, Kweku Mandela, Jesse Wente, Hadeel Ibrahim, Fabrice Vil, Sophie Gregoire Trudeau & more**

## AS WELL AS

**Leading global and grassroots activists, international business leaders, acclaimed artists and cultural contributors, political leaders and decision makers**

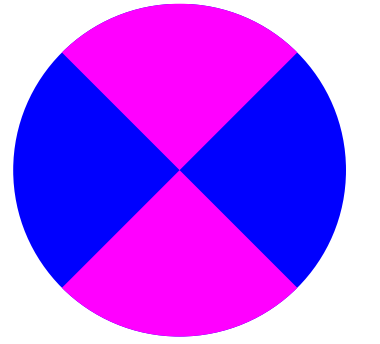
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# OUR PATH TO IMPACT



## 1 INPUTS FROM OUR NETWORKS

### 6 DEGREES

- Exchanges
- Lessons learned from other jurisdictions
- Best practices from other organizations
- Grassroots changemaking tips

### RESEARCH

- Polling and analysis
- Direct surveys with the ICC's unique database of immigrants and refugees

### THE ICC NETWORK

- International network of partners (incl. ICC Fellows, 6 Degrees participants & speakers)
- Hundreds of arts and culture partners

## 2 PLANNED ACTIVITIES

### DIRECT DISSEMINATION & AMPLIFICATION

- ICC network and board
- Partner network (incl. media partners, ICC Fellows, 6 Degrees speakers)

### TARGETED ADVOCACY

- Local, regional & federal politicians
- Chambers of commerce and business associations
- Key corporations

### IN-PERSON EVENTS

- 6 Degrees participation
- Citizenship ceremonies

### TARGETED SOCIAL MEDIA

- Content intended to engage and invite feedback
- Storytelling to those who do not share our views and sharing resources with those who do
- Focus on marginalized communities with less access to traditional media

### MEDIA RELATIONS

- Marketing
- Earned media (news and editorial)
- Media partnerships

### MEASUREMENT

- Follow up polling
- Media and social analytics

## 3 PLANNED RESULTS

### OUTPUTS

#### TOOLS/RESOURCES FOR ACTION

- + 6 Degrees Dictionary
- + Low barrier to entry "How to's"
- + Video explainers
- + ICC Fellow projects
- + Training manuals
- + Advocacy campaign templates

#### SHIFTING THE NARRATIVE/IMPACTING THE CONVERSATION

- + Polling numbers
- + Op-Eds and Essays
- + Storytelling from diverse voices
- + User generated social content to engage and invite others to join the conversation, share their stories

### OUTCOMES

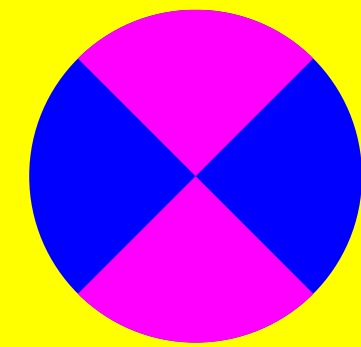
- + Response from governments
- + Closing the intention-to-action gap from allies by providing resources
- + A grown network and capacity for action
- + Increased conversation on inclusion
- + Build citizen resilience

### MEASURABLE IMPACT

- + Attitude shift among the public (especially those whose values did not align with ours)
- + Political movement on our issues
- + Sustained opportunity for global conversation, connection, and action on inclusion
- + Narrow the divide in public discourse
- + International adoption of Canadian ideals
- + Change in corporate inclusion and citizenship policy

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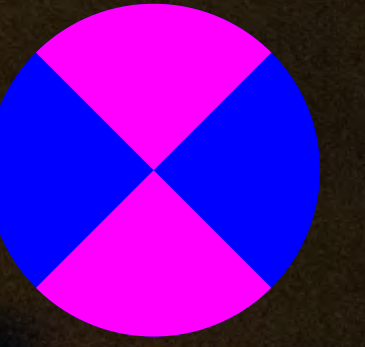


**“DIVERSITY IS NOT A REASON TO PUT UP WALLS, BUT RATHER TO OPEN WINDOWS. IT IS NOT A BURDEN, IT IS A BLESSING.”**

**— HIS HIGHNESS THE AGA KHAN**

2016 Laureate of the Adrienne Clarkson Prize for Global Citizenship (6 Degrees Toronto)



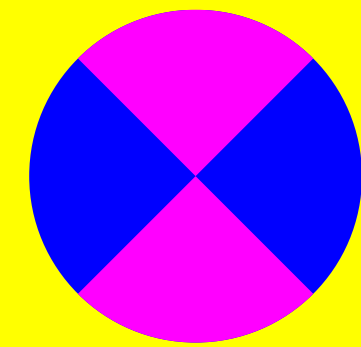


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Joshua DePerry (Classic Roots) of the Bear Clan, Ojibway, and Blackfoot Tribe from Long Lake 58 First Nation, speaking in Berlin.



# EXPOSURE



ADVERTISING IMPRESSIONS

9.2M

SOCIAL MEDIA IMPRESSIONS

+2M

MAGNIFIED REACH

MILLIONS  
GLOBALLY

#6DEGREESTO TRENDING IN  
TORONTO AND CANADA FOR 3 DAYS



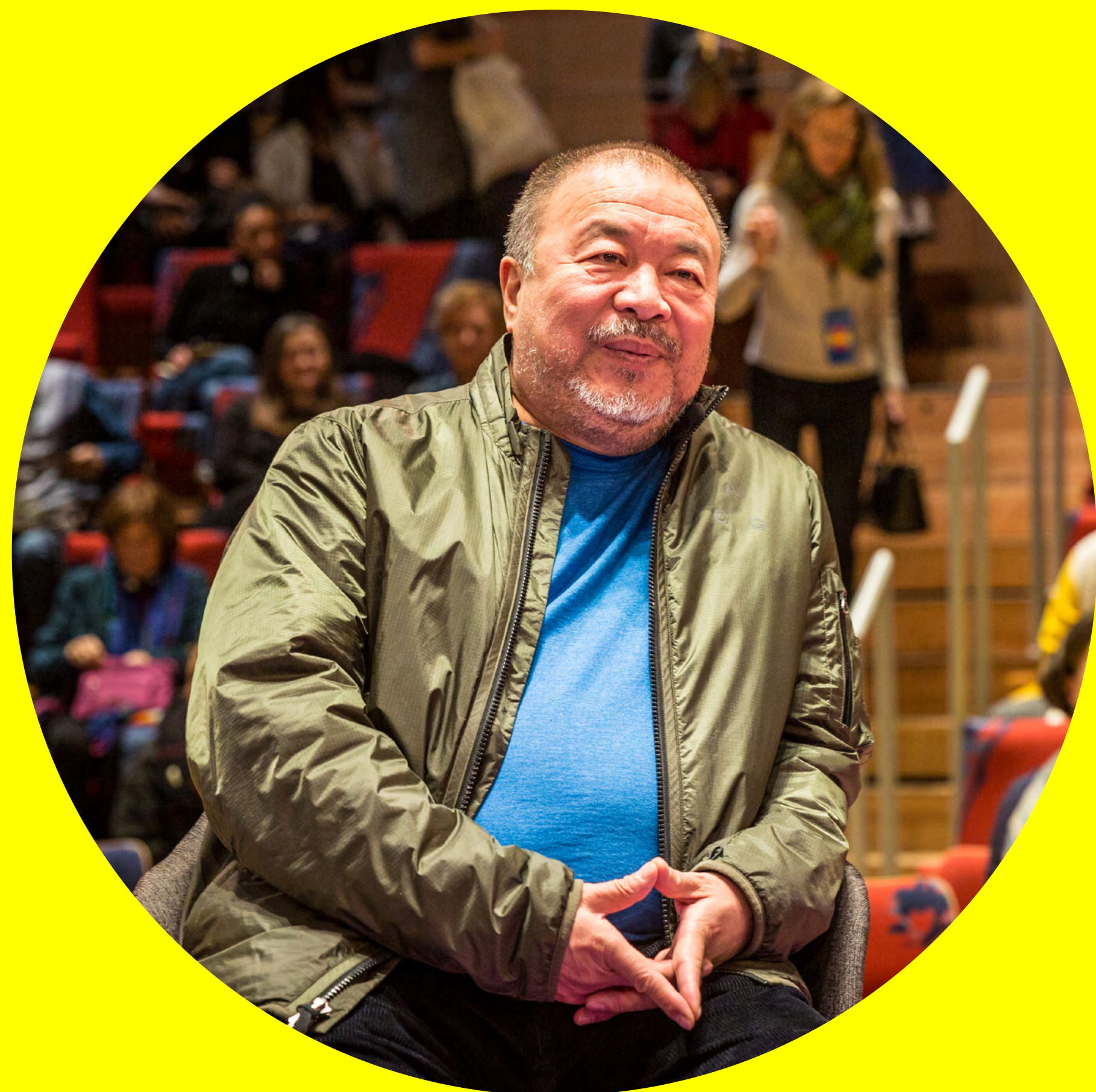
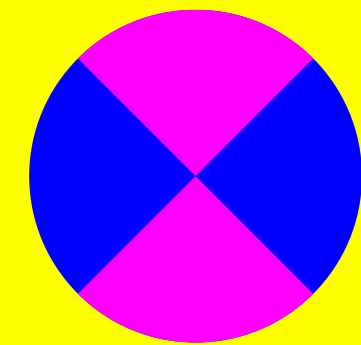
EARNED MEDIA HITS

+50



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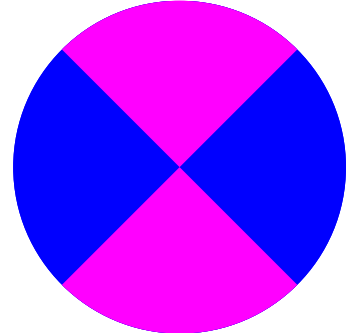
**“AT THIS MOMENT IN THIS WORLD I THINK PEOPLE SHOULD HAVE MORE OF A CHANCE TO COMMUNICATE AND TO UNDERSTAND EACH OTHER. THIS IS MORE IMPORTANT THAN ANYTHING ELSE.”**

**— AI WEIWEI**

2017 Laureate of the Adrienne Clarkson Prize  
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# JOIN OUR FOUNDING PARTNERS

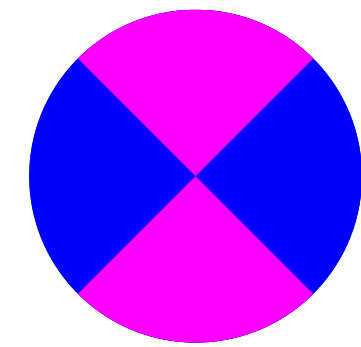


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# PARTNER WITH US



Talk to us about unique partnership opportunities at 6 Degrees.

**GLOBAL LEADER**  
**\$500,000-\$1,000,000**

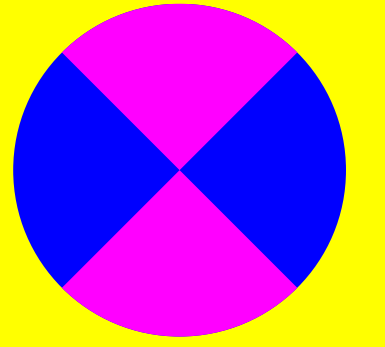
**NATION BUILDER**  
**\$100,000-\$499,000**

**COMMUNITY CHAMPION**  
**\$25,000-\$99,000**

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**6 Degrees is an exciting, bold project in a time that requires bold visions. By connecting new Canadians, global thought-leaders, and local champions together at public gatherings, and online through our digital platforms, 6 Degrees is convening a coalition to make change.**

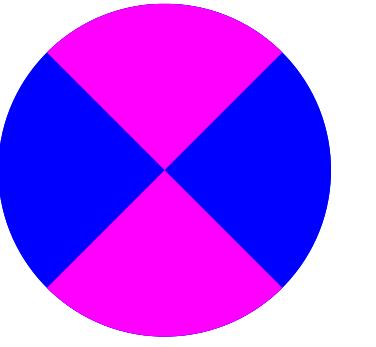


**The work of creating truly inclusive societies requires the support of visionary partners who understand that we need bold ideas, bold conversations, and bold action.**

**JOIN US IN LEADING  
THE GLOBAL FORUM  
FOR INCLUSION**



**CONNECTION.**  
**CONVERSATION.**  
**ACTION.**  
**6 DEGREES.**



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