

APATHY IS BORING
L'APATHIE C'EST PLATE
.COM

Presentation
to the
Community Foundations of Canada

November 8th 2008

Background

- Started protesting at age 3
- Environmental Activist since age of 14
- Longtime interest in Art & Technology
- Got tired of “preaching to the converted”
- Got a dance degree
- Founded Apathy is Boring in 2004

I am interested in....

- Reaching out to youth who are NOT engaged.
- Creative Tools.
- Innovation.
- Recognizing that youth are not buying into traditional institutions and ways of doing things.
- Positive & Constructive Solutions.
- Social Entrepreneurship.

Youth (18 – 35 yrs.) are:

- Not voting.
- Volunteering because they have to.
- Not opting into the system.
- Turned off by negative 'campaigning'.
- Making lifestyle choices that are green & just.
- ONLINE

Apathy is Boring Programs

- Election Campaigns
- Youth Friendly Guide Project
- Concerts & Events
- Website

Election Campaign 2004, 2006, 2008

APATHY IS BORING

CANADIAN DEMOCRACY THREATENED

In the Next
Federal Election
Your Vote Won't Count!

3.3 MILLION CANADIANS VOTED ON CANADIAN IDOL... AND ONLY 1/4 OF YOU VOTED IN OUR LAST FEDERAL ELECTION.

NELSON MANDELA SPENT **27 YEARS** IN JAIL FOR THE RIGHT TO VOTE. FIRST NATIONS IN CANADA WERE ONLY GRANTED THE RIGHT TO VOTE IN **1960**.

Are You Worth Your Vote? Apathy Is Boring. Start Complaining. On **June 28**, Vote.

Sign Up

How to Vote
Why Vote



CANADIAN ARTISTS UNITE TO ENCOURAGE THE YOUTH VOTE



Sarah McLachlan
 Sam Roberts
 Sarah Harmer
 Raine Majda
(with a special thanks)
 James Bryan
(thanks to the Apathy is Boring Project)
 Eternia
 Chantal Kreviazuk

"VOTING MAY NOT GUARANTEE A LEADER THAT SPEAKS FOR YOU, BUT NOT VOTING WILL GUARANTEE THAT YOUR VOICE IS NEVER HEARD."
JAMES BRYAN

Send a message to Ottawa that our votes will count.

[sign up here](#)

DON'T UNDER-ESTIMATE THE POLITICAL POWER OF MUSIC

The Apathy is Boring Project aims to use art, media and technology to re-engage youth in the political process and revolutionize democracy. Apathy is Boring is a national, non-partisan, not-for-profit initiative.



WHETHER YOU SPOIL YOUR BALLOT , CHOOSE THE BEST OF THE WORST

OR WHETHER YOU ARE VOTING FOR SOMEONE YOU WANT TO SEE LEAD THIS COUNTRY... EXERCISE YOUR RIGHT.

[How to Vote](#)

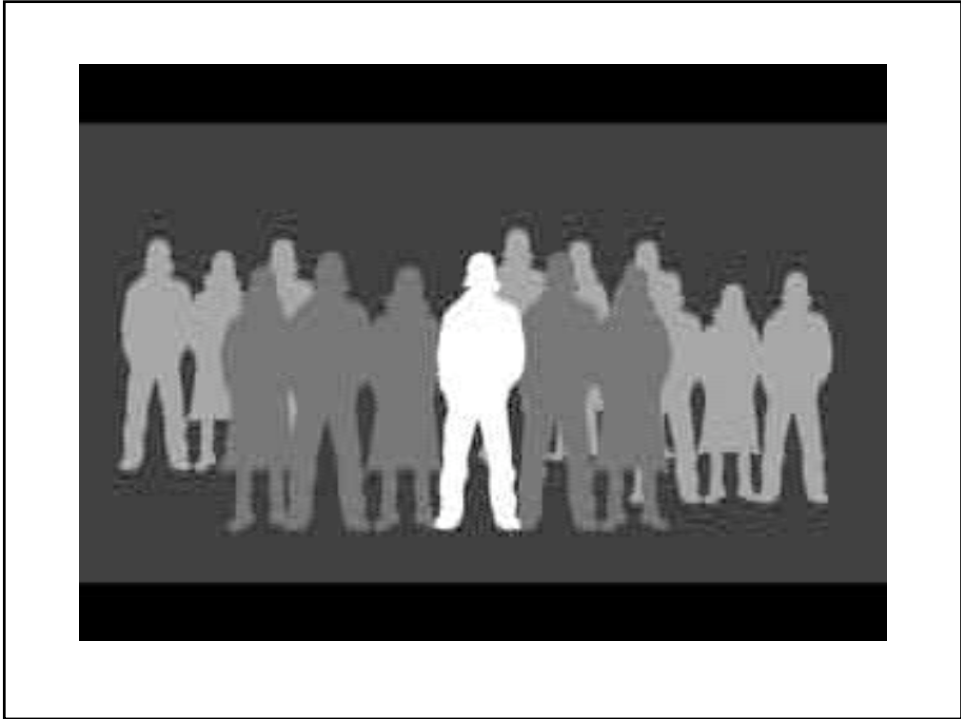
[Where to Vote](#)



[Why Vote](#)

June 28th
is election day

[Sign Up](#)



APATHYISBORING
L'APATHIE C'EST PLATE

EVERY PARTY SHOULD BE DEMOCRATIC

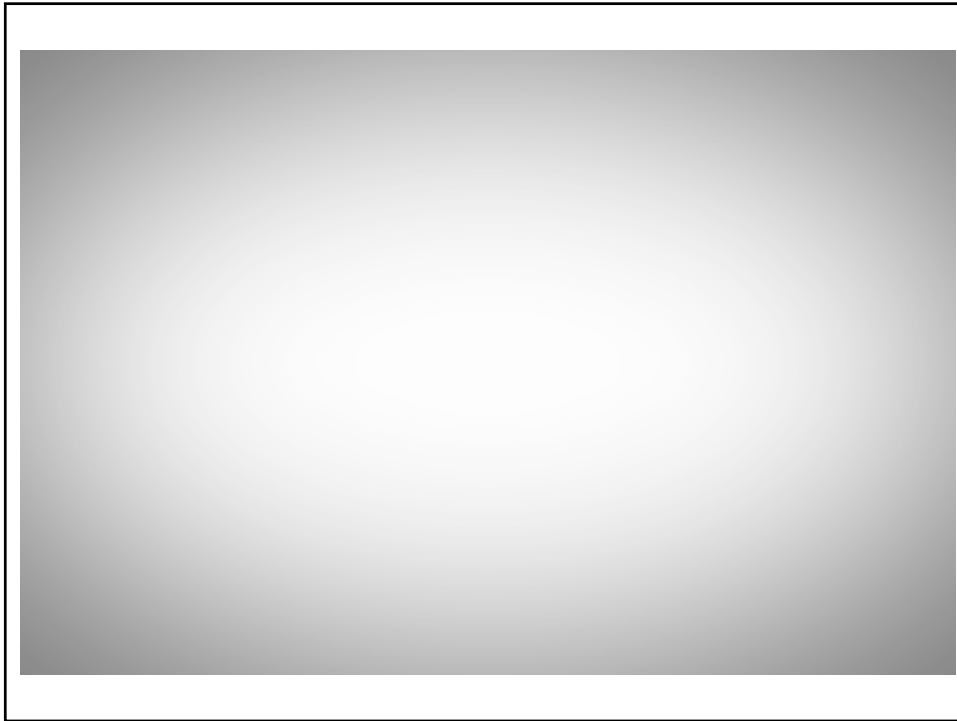
APATHYISBORING.COM

MONTREAL
WED, OCT 1 8T
CLUBSODA

MICHIE MEE, ETERNIA, STEPHANIE HARDY,
MEDUZA & TALI (NOMADIC MASSIVE), KAT & MALIKA (KALMUNITY), AND MORE...

7:30PM: WOMEN IN POLITICS, WOMEN IN HIP HOP PANEL
9:30PM: SHOW

GO TO WWW.APATHYISBORING.COM FOR MORE DETAILS AND TO WIN.



Youth-Friendly Guide

So you want to work with youth but you don't know where to start. You want the energy of the next generation to be a part of your organization but you've got a feeling that the long meetings and 70s décor won't quite be the vibe young people are into. Apathy is Boring is here to help – you can now visit our Youth Friendly Guide website at: www.youthfriendly.com

This site is designed to offer easily accessible information about what intergenerational partnerships are and the tools to make your organization youth friendly. Using the Guide as a foundation, we facilitate discussions on what youth engagement means, how to make the right impression, how to be real with youth, effective meetings & documents, and how to brand and market effectively. Available on this new site is information on how to purchase the Guide, as well as how to book our workshops and consulting services.

The thing is, regardless of age, Apathy is Boring.

7. Strong Partnership (Youth initiated and shared decisions with adults.)
5. Adult Lead Projects (Adult initiated partnership, but decision-making is shared with youth.)
3. Tokenism (Youth are included in a decision-making process, but in a non-representative, un-informed, un-accountable way.)
1. Manipulation (When youth don't have an understanding of the issues or choices, but are made to act as if they do.)



6. Shared Decision Making (Youth and adult jointly initiated and directed.)
4. Partial Tokenism (Youth have been assigned to a task but are not well informed or consulted.)
2. Decoration (when youth are used to bolster a cause, or included in photographs, without real involvement or consultation)

Concerts & Events







Website

www.apathyisboring.com

The screenshot shows the homepage of the Apathy is Boring website. At the top left is the logo featuring three stylized figures and the text "APATHYISBORING". To the right is a login section with fields for "Username:" and "Password:", and buttons for "Login", "Forgot Password?", and "Register". Below the logo is a navigation menu with links: "The Facts", "Art & Music", "Make It Happen", "Calendar", "Connect", "About Us", and "Store".

The main content area is divided into several sections:

- News & Headlines:** A list of five news items, each with a small icon, a title, and a byline. The items are:
 - "Apathy is Boring proudly co-sponsors Jamaica to Toronto as part of Pop Montreal!" by Apathy is Boring — September 15, 2007
 - "Shout out to A is B Summer 2007 Volunteers!" by Apathy is Boring — September 14, 2007
 - "On this day in Canadian history..." by Sympatico.ca — September 14, 2007
 - "NDP in office would increase minimum wage, Hampton says" by JEFF GRAY — September 14, 2007
 - "Torles aim to spend \$1.3-billion cleaning up coal-fired plants" by SHAWN McCAFFREY — September 14, 2007
- More News >** A link to view more news items.
- The Community:** A section with a header and four small images with captions: "The Unsettlers", "No Luck Club", "Zaki Ibrahim", and "Tumi & The Volume".
- Do you think that university tuition should be frozen across Canada?:** A poll section with a bar chart showing results for "Yes", "No", and "Maybe".

The registration section on the right is titled "Don't be boring. Register now." and includes the text: "Apathy is Boring aims to use art, media and technology to revolutionize democracy. These are your first steps in getting involved:". It contains form fields for "Choose a username", "Email", "Enter a password", and "Confirm Password", along with a checkbox for "Join our mailing list" and a "Continue" button.



Username: [Login](#)
 Password: [Forgot Password ?](#)
[Register](#)

Artist Profiles



Make some noise!

Apathy is Boring Artist Profiles.

- | | |
|---------------------------------------|------------------------------------|
| Taima | Brockway Biggs |
| Skratch Bastid | Panurge |
| No Luck Club | Joel Plaskett |
| Jair Dynast | The Carps |
| Narcicyst | DNA6 |
| Zaki Ibrahim | Jamaica to Toronto |
| Eterna | Po'Girl |
| Melissa Auf Der Maur | Chris Velan |
| Gavin Bradley | Adam Chaki |
| Sarah Siddiqui | Dry Heeves |
| DJ Static | Ben Mahony |
| James Bryan | Dan Goldman |
| The Unsettlers | Josh Martinez |
| DJ Nana | Raine Maida |
| Tumi & The Volume | Greg Macpherson |
| Chinatown | Chris Brown |



Username: [Login](#)
 Password: [Forgot Password ?](#)

Your Government

Your Government ▶



Democracy can't be sexy until we understand what it means.

Youth in Canada are disengaged from politics and the numbers from the last federal elections show it. In order to facilitate the debate, we use the Facts section of the website to provide Canadian youth with a valuable source of information about Canadian politics and the vocabulary that goes along with it. This section includes a glossary, brief histories and contemporary understanding of various segments of leadership, NGOs (non-governmental organizations) and pertinent articles.

Political Parties

- Bloc Québécois
- Canadian Action Party
- Christian Heritage Party of Canada
- Communist Party of Canada
- Conservative Party of Canada (CP)
- First Peoples National Party of Canada
- Green Party of Canada
- Liberal Party of Canada
- Libertarian Party of Canada
- Marijuana Party
- Marxist-Leninist Party of Canada
- New Democratic Party

Government Programs

[Continue ▶](#)

NGOs

NGO - three letters you might have seen tossed around that seem to be doing something, but what? NGO stands for Non-Governmental Organisation, which means a non-profit group or association that acts outside of institutionalised political structures.

[Continue ▶](#)

Bill Tracking Database

News

[Welcome to the new Apathyisboring.com!](#)
by Apathy is Boring — October 13, 2006

[All News ▶](#)

Articles

[The Senate](#)
by Apathy is Boring — October 12, 2006

[Voting Age Debate](#)

Youth - Friendly

- Offer lots of different opportunities for engagement.
- Integrate youth into decision making structures.
- Create mentorship opportunities
- Support innovation
- Support & mentor small YENGOs

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