



Oxfam  
Québec

l'être humain  
au coeur du développement

# Youth

Working together  
to make a difference



# Issues

- ✓ Youth (15-24) represents 18% of the world population
- ✓ In several countries young people represent 70% of the population
- ✓ 9/10 young people live in underdeveloped countries
- ✓ Millions of marginalized young people leave in large cities of the South



# Challenges

- ✓ To develop an innovative approach in the youth social programmes in order to reinforce
  - \* citizenship participation
  - \* social integration
- ✓ To develop an added value partnership between NGO and private corporation



# Oxfam-Québec

International cooperation organization founded in 1973

Member of Oxfam International

✓ **Target populations:**

- \* women
- \* **youth**
- \* refugees (among others)

✓ **150 partnerships worldwide**

✓ **20 intervention countries**

✓ **105 volunteers/cooperants/year**

✓ **170 projects**



# Cirque du Soleil

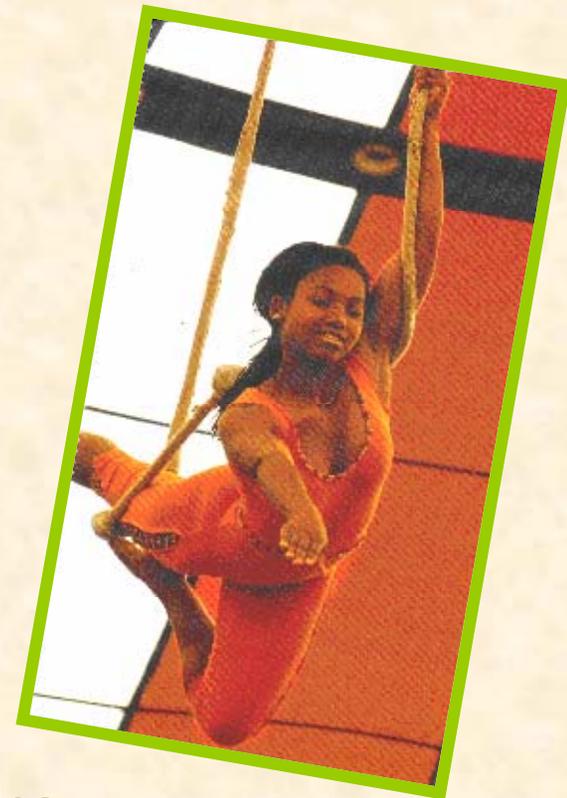
✓ Private company devoted to the creation, production and performance of artistic works.

✓ One of the major artistic corporation in the world. Seen as the most innovative one.



# Cirque du Soleil

- ✓ Founded in Quebec, Canada, in 1984.
- ✓ 3 000 employees, including 900 artists
- ✓ 40 nationalities represented within the organization
- ✓ spectacles presented in more than 100 cities worldwide
- ✓ 8 million people will see a performance during 2006
- ✓ **Policy of social responsibility:**  
1% of potential revenues from tickets sales each year to outreach programmes targeting **youth in difficulty**



# Partnerships

- ✓ 1997, first collaboration activities between Oxfam-Quebec and Cirque du Soleil
- ✓ 1998: Oxfam-Quebec-Cirque du Soleil cooperation agreement for supporting youth at risk
- ✓ 1999: Oxfam International-Cirque du Soleil cooperation agreement
- ✓ Since 1997, Cirque du Monde Programme joint implementation



# Partnerships

- ✓ 2005:  
Guy Laliberté, Cirque du Soleil  
Founder and Chief Executive Officer  
creates Guy Laliberté Foundation
- ✓ Since 2005:  
Oxfam-Quebec-Guy Laliberté Foundation  
cooperation agreement for projects in water area  
implementation, including an art and culture component



# Some Figures

✓ Cirque du Soleil supports Oxfam by providing fund-raising and visibility opportunities through its touring shows, mainly by :

- \* benefit performances and collection actions on site
- \* merchandizing products like CDs, videos and souvenir programmes
- \* 1,5 million of informative kits including one informative page about Oxfam projects



# Some Figures

Oxfam programmes for youth at risk support:

- ✓ 75% of funds raised are channelled through the programmes of members of Oxfam and their partner organisations who work with youth at risk;
- ✓ 25% of the funds are earmarked for joint projects, namely Cirque du Monde Programme



# Cirque du Monde Programme

## Some Figures

Between 1998 and 2005 :

- \* 966 000 US\$: Cirque du Soleil contribution to Cirque du Monde's South partners
- \* 1 390 000 US\$ Oxfam Quebec contribution:  
Volunteer Cooperation Programme  
15 volunteers / cooperants  
(technical assistance)



# Cirque du Monde Activities

## Regions:

- ✓ South America: Chile, Brazil
- ✓ West Africa: Burkina Faso, Cameroon

## Activities

- ✓ 10 local partners reinforcement (capacity building); thousands of young people have participated
- ✓ 100 circus workshops
- ✓ 3 regional partners meetings (Latin America, Africa)
- ✓ Trainers Training Programme in social circus methodology (Africa)
- ✓ 50 artists trained in social circus approach
- ✓ Participation to the Youth International Parliament opening session (Australia)



# Water, Art and Culture Activities

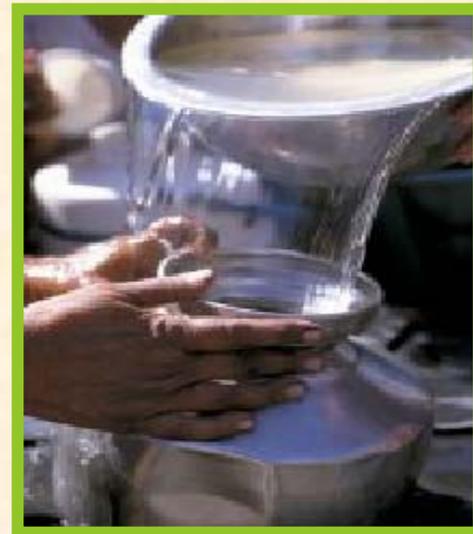
## Nicaragua Programme

Project: Water, culture and agriculture

Site: Esteli department

Outcomes:

- \* 10 000 people have access to water
- \* Community participation at art and popular education workshops
- \* Itinerant theatre play
- \* Cirque du Soleil, 2 Quebec theatre groups, 6 Nicaraguan partners concerned



# Partners Engagement

Partners engagement for 2005-2008

**Guy Laliberté Foundation**

4.450.000 \$

**Oxfam Quebec**

1.000.000 \$, including  
technical assistance (4 volunteers/year)



# Cooperation Links Between NGO and Private Company

- ✓ Vision and approaches sharing (young people as social change agents)
- ✓ Complementarity based on individual expertise and specificities
- ✓ Support to South partners
- ✓ Implementation of programmes on behalf of young people at risk
- ✓ Benefit performances within the frame of Cirque du Soleil performances (fundraising)



# Resources and Knowledge Sharing

## Overseas:

- \* Technical assistance – volunteer cooperation
- \* Local partners capacities reinforcement expertise
- \* Circus arts: development of the 'social artist' approach
- \* Financing and co financing

## In the North:

- \* Visibility
- \* Public education
- \* Fundraising
- \* Social responsible citizen

