



GJDYC
**Global Jamaica Diaspora
Youth Council**

**INAUGURAL GJDYC ONLINE
YOUTH SUMMIT
15TH-20TH JUNE 2020**

EXECUTIVE REPORT



GJDYC

**Global Jamaica Diaspora
Youth Council**

INAUGURAL GJDYC ONLINE YOUTH SUMMIT

15TH – 20TH JUNE 2020

EXECUTIVE REPORT

Prepared by **Tanesha Westcarr**
Chairperson, GJDYC
10th November 2020

TABLE OF CONTENTS

EXECUTIVE REPORT

INTRODUCTION	3
PURPOSE	3
SUMMIT OBJECTIVES	4
SUMMIT PROGRAMME DESIGN	4
SUMMIT PROGRAMME PLANNING & EXECUTION	5
SPECIAL FEATURES OF THE SUMMIT	6
SUMMIT PARTICIPANTS	7
SUMMIT EVALUATION	10
SUMMIT DELIVERABLES AND RESULTS	13
SAMPLE OF COMMENTS FROM ATTENDEES	14
SUMMIT PRESS	14
MAJOR ACTIONABLE OUTCOMES AND RECOMMENDATIONS	15
SUMMIT SPONSOR & PROMOTION PARTNERS	18

EXECUTIVE REPORT

The Inaugural Global Jamaica Diaspora Youth Council (GJDYC) Online Youth Summit was convened 15 – 20 June 2020 as a Diaspora youth leadership engagement event in response to the Coronavirus (COVID-19) pandemic.

The Summit was framed around youth 'moving the needle forward' in turbulent times through a series of strategic leadership panel discussions on the impact, innovation and opportunities that have arisen in various industries during and post COVID-19.

Under the theme '**Leading Beyond COVID-19: Industries, Impact and Innovations**' the Summit was designed for youth leaders within the Diaspora and Jamaica. It sought to address the consequences of the COVID-19 contagion while showcasing the atypical thinking required for the re-shaping of industry operations and community functions in the new dispensation. It acted as a catalyst for meaningful discussions to drive change and shape policy and advocacy efforts that will align with the mission and objectives of the GJDYC.

PURPOSE

A crisis presents opportunities for innovation and continued impact. The inclusion of youth in the decision-making process and leadership enables a greater perspectives and more progressive solutions. The youth represent some of the brightest minds and key contributors who have been combatting the COVID-19 pandemic, leveraging the adversity to invent a new way of working, system, products, services or business.

The GJDYC comprises young leaders with a forward-focused approach to problem solving, which is beneficial in addressing some of the issues arising from the pandemic. The collective contributions of Jamaican young leaders in various industries around the world provided an avenue for contemporary models of engagement and inclusion in high-level discussions and developments that can serve to drive change.

The event featured young change-makers across the Diaspora and Jamaica who are positioned as leaders of the post-COVID-19 world. The Summit sought to analyse the current impacts of the virus, recommend solutions to challenges within industries and highlight opportunities. The recommendations and actionable next steps will seek to contribute to the long-term impact of building a society that fosters growth and productivity beyond COVID-19.

The Summit is aligned to three of main objectives of the GJDYC:

1. Galvanising youth in their respective countries or regions to discuss and take action on matters relating to community development, civic partnerships, and issues affecting young people in the Jamaica Diaspora and young people in Jamaica.
2. Building local, regional and cross border partnerships and networks with youth in the Diaspora to create synergies with young people and youth entities in Jamaica.
3. Contributing to the development of policy through research, reports, events and recommendations.

SUMMIT OBJECTIVES

The major objectives of the Summit were to:

1. Establish a more strategic relationship with the Jamaican Diaspora, which will bring benefits both to Jamaica's national development and its global community through productive, mutual and sustainable engagement.
2. Provide the opportunity for youth and young professionals within the Diaspora and Jamaica who are thought and industry leaders, to present innovative solutions and actionable steps to combat the issues presented by COVID-19.
3. Align with the draft National Diaspora Policy, specifically thematic area 7, related to goals 1 and 8, which focus on the engagement of Diaspora youth and young adults.

SUMMIT PROGRAMME DESIGN

The formation of the GJDYC actualises one of the major outcomes of the 8th Biennial Jamaica Diaspora Conference held in Kingston in June 2019.

The GJDYC conceptualized a week-long Summit in response to the COVID-19 pandemic. The event was scheduled to cover fourteen (14) industries over 6 days. However, the decision was later taken to convene the event in observance of the Jamaican Diaspora Day on 16th June 2020. The designation of Diaspora Day emerged from the first historic Biennial Jamaica Diaspora Conference held in Kingston in June 2004. Annually, the Day recognizes the achievements of the Jamaican Diaspora globally, as well as their seminal contribution to Jamaica's development. The timing enabled the GJDYC Online Youth Summit to reach a wider audience, elevate the discussions and highlight the intellectual capital of the young leaders.

SUMMIT PROGRAMME PLANNING & EXECUTION

The Events Committee comprised of GJDYC youth members in Canada, Jamaica, United Kingdom and United States of America was small but effective in planning and executing the Summit. This included liaising with speakers and moderators from all continents of the world, and consultations with the Ministry of Foreign Affairs and Foreign Trade, the Ministry of Education, Youth and Information and other stakeholders. The preparatory work was divided into the following areas: Speaker Liaison, Ministry and Sponsor Liaison, Programme, Infrastructure, Technology, Graphic Design, Rapporteurs, Entertainment, Public Relations and Media. Communication during the event was managed by the core sub-committee that organised the email campaigns, time keeping, panel briefings, technical support and arrangements for feedback.

Briefing sessions were held with presenters and moderators from the Diaspora and Jamaica and their suggestions helped to refine the Programme content and Schedule. Some speaker presentations were reviewed and suggestions were provided which helped towards the finalisation of the structure and content of their presentations.

Graphic designer, Mr. Richard Whyte, did an effective job in converting the Event Synopsis and design brief into seven flyers for the event. Our in-house events team member created the supporting imagery using the sample base from the graphic designer. The media team used all content to create the visuals on social media and email campaigns.

The team of rapporteurs performed a critical role in capturing both the content and flavour of what was a continuous and productive set of presentations and dialogues throughout the Summit.

The technical team executed a seamless production over the six days of the Summit. The team consisted of four persons, including a youth Diasporan from the USA, who led the ICT functions, including the website, managing the Zoom and YouTube platforms, as well as the Summit proceedings. Preliminary bookings to run technical tests on microphones, videos and internet connection was facilitated prior to every session.

SPECIAL FEATURES OF THE SUMMIT

1. Official Welcome and Opening Session
2. Ministerial Remarks on Diaspora Day
3. Ministerial Remarks on Day 4
4. Panel Sessions
5. Closing Roundtable
6. Live Entertainment

Official Welcome and Opening Session

The Inaugural Online Youth Summit was officially opened by Ms. Tanesha Westcarr, Chairperson of the GJDYC. The youth were implored to take full advantage of the opportunities that would be presented at the Summit and contribute to the discussion with innovative ideas that would serve to drive positive change.

Remarks by Senator the Honorable Kamina Johnson Smith, on Diaspora Day

Day 2 of the Summit, 16th June was celebrated as Diaspora Day. The address by Senator the Honorable Kamina Johnson Smith, Minister of Foreign Affairs and Foreign Trade, was both timely and appropriate, given the Minister's passion for youth engagement and development. The theme of the address was *GJDYC: An Innovative Model for engagement of Diaspora young leaders in the COVID-19 era and beyond* with a call for youth in the Diaspora to promote the creative industries. It formed a substantial contribution to the Summit. The Minister commended the GJDYC on their activities since inception and their leadership for organizing the Summit.

Remarks by the Honorable Alando Terrelonge

On Day 4, 18th June, remarks were delivered by The Honorable Alando Terrelonge, Minister of State, Ministry of Youth, Education and Information. Minister Terrelonge emphasized the importance of youth being Good Soldiers and having a seat at the decision-making table.

Panel sessions

Over the six days of the Summit, there were 11 panel discussions covering fourteen (14) industries featuring forty-five (45) speakers. There were two sessions daily, which were allotted two hours each with a one-hour break in between. Each session comprised welcome, introduction and the reading of the moderators' biography, presentations

from four to five speakers followed by a panel discussion and a segment for question and answers. Recommendations were also recorded as part of the rapporteur notes at the end of every session.

Closing Roundtable

The Chairperson along with select speakers and moderators provided highlights of the event and key industry recommendations. The Chair officially closed the panel discussion segment and gave the vote of thanks to all contributors, sponsor and partners.

Live Entertainment

The closing of the Summit saw performances by poets and artistes, who added cultural exposure to the delight of participants.

SUMMIT PARTICIPANTS

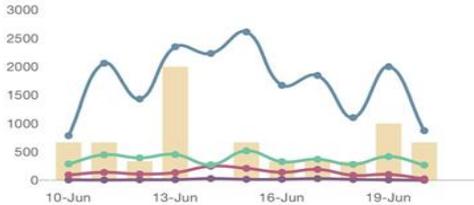
Registration for the Inaugural GJDYC Online Youth Summit was generated through Zoom. This was facilitated and displayed through the globaljayouth.com website. Registration, polls and Question and Answer were useful features to collect information and engage the audience on Zoom. The use of the chat section would have further enhanced the participation during the Summit.

There were four hundred and fifty-five (455) registrants for the Summit from 18 countries. A further forty-five (45) speakers and eleven (11) moderators were facilitated via the Zoom platform. The highest registration numbers were from the dominant Diaspora regions, Canada, United Kingdom and United States of America as well as Jamaica. Other countries represented include Belize, Estonia, France, Gambia, Japan, Mexico, Nigeria, South Africa and Trinidad and Tobago.

YouTube was leveraged to live stream the event and expand viewership. There was an increase of sixty (60) subscribers to the GJDYC channel with an average of One Hundred (100) unregistered viewers each day during the Summit.

Our participation also increased on all other GJDYC social platforms.

PROFILE

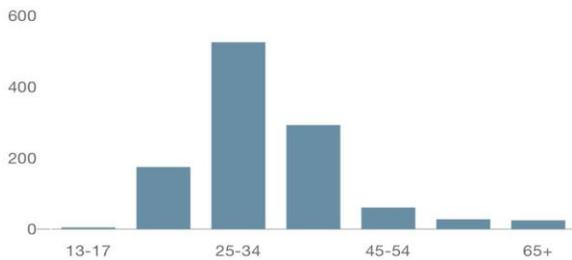


Instagram recorded our highest impressions at 19,000 during the week of the Summit with a majority age ranged from 25-34 years, capturing GJDYC's overall target audience.

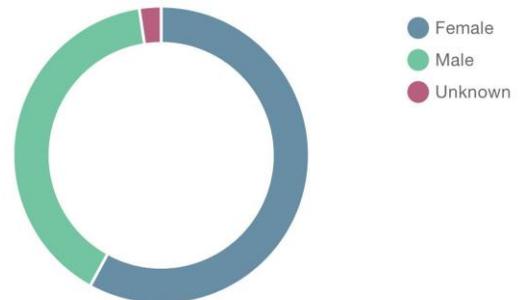
There was a total of 765 Likes in content throughout the week, with a spike on 13 June, of 240 likes where we had 3 posts displaying the panel line-up for the youth summit. As the dominant social media platform, consistent views were received throughout the week at 1,483, with a reach of 4039 and 147 website clicks were generated.

There was a high female to male ratio at 708:390.

AGE



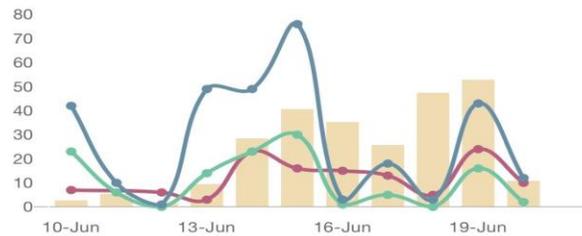
SEX



Twitter's data was tracked based on mentions and the use of the event hashtag #GJDYCSUMMIT2020. The recorded activity for the week was 192 tweets and 122 mentions. There was also a total of 120 retweets, with Day 1, June 15, receiving the most interaction.

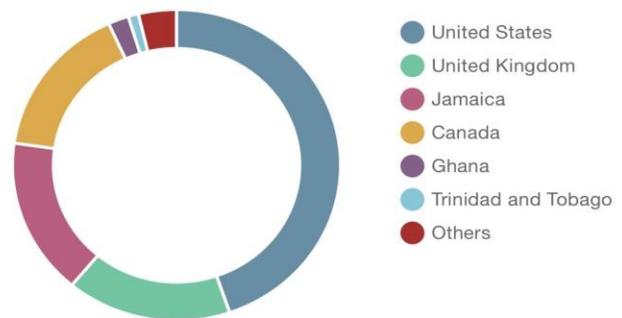


INTERACTIONS



Facebook had a female to male ratio of 171: 117 with a majority age range of 25-44. There were 5,518 impressions for the week which increased visibility and yielded 43 new followers. Most of the traction occurred at the beginning of the campaign with a post of the main flyer on 10th June.

FOLLOWERS BY COUNTRY



As expected, most of the audience was located in the 4 main regions of the GJDYC membership: United States of America at 44.75%, United Kingdom at 16.27%, Jamaica recording the same figure of 16.27% and Canada at 15.93%. Other regions represented included Africa: Gambia, Nigeria and South Africa; Europe: Estonia and France; Latina America and the Caribbean: Belize, Mexico, and Trinidad and Tobago.

SUMMIT EVALUATION

EMAIL CAMPAIGN

Each day over 500 emails were sent to existing members and Summit registrants. Daily email reminders were sent using the online marketing tool, Mailchimp. Each email contained a link to the feedback form, the upcoming flyer and panel synopsis as well as the YouTube link for playback of the previous sessions.

To prevent email notifications being lost in the Spam or other secondary folders, a multi-pronged approach was used to circulate information, using various email providers, WhatsApp groups and updates on social media platforms.

FEEDBACK SURVEY

A feedback form was emailed to attendees at the end of each day of the event. A total of sixty-one (61) responses was received based on the sessions attended. The feedback was largely positive about the event with some valuable reflections and recommendations to take forward.

Sending the feedback form through emails should have been a secondary measure. The primary medium could have included a link to the feedback form shared in Zoom during each session. The moderator's closing script could have also included instructions to encourage participants to look out for the feedback form via email in their Inbox, Promotions or Spam folders to increase feedback completion.

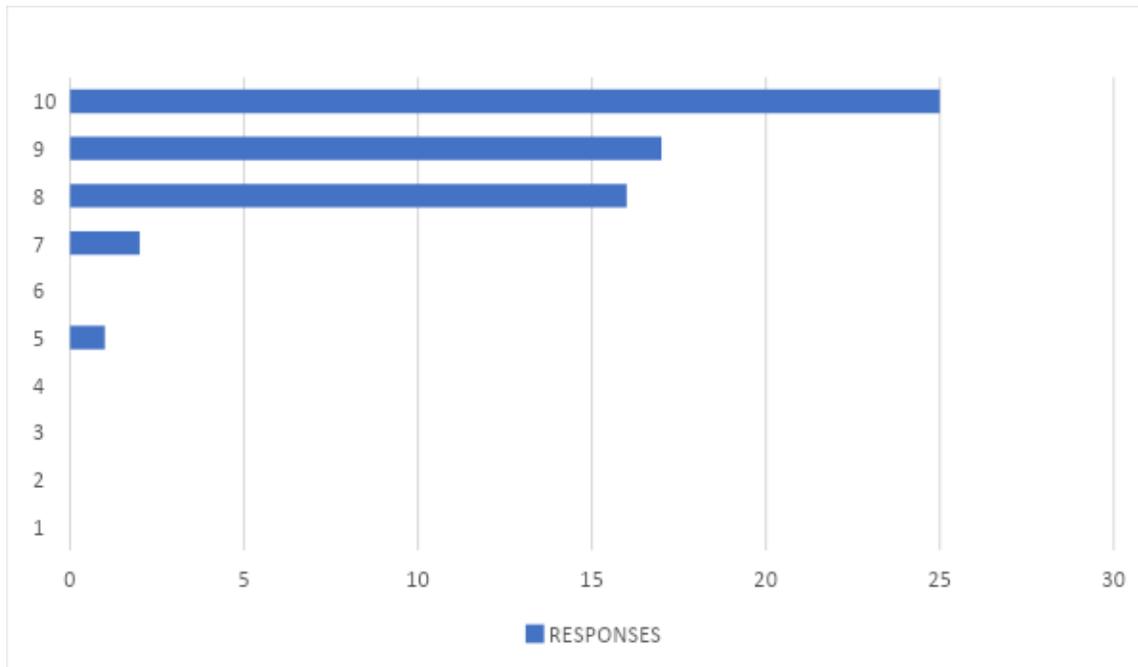
Prior to the start of Summit, over three hundred (300) registrants per session, indicated that they were most interested in attending the followings sessions:

1. Education
2. Social Services & Social Entrepreneurship
3. Outreach & Advocacy
4. Entrepreneurship, Business & Finance

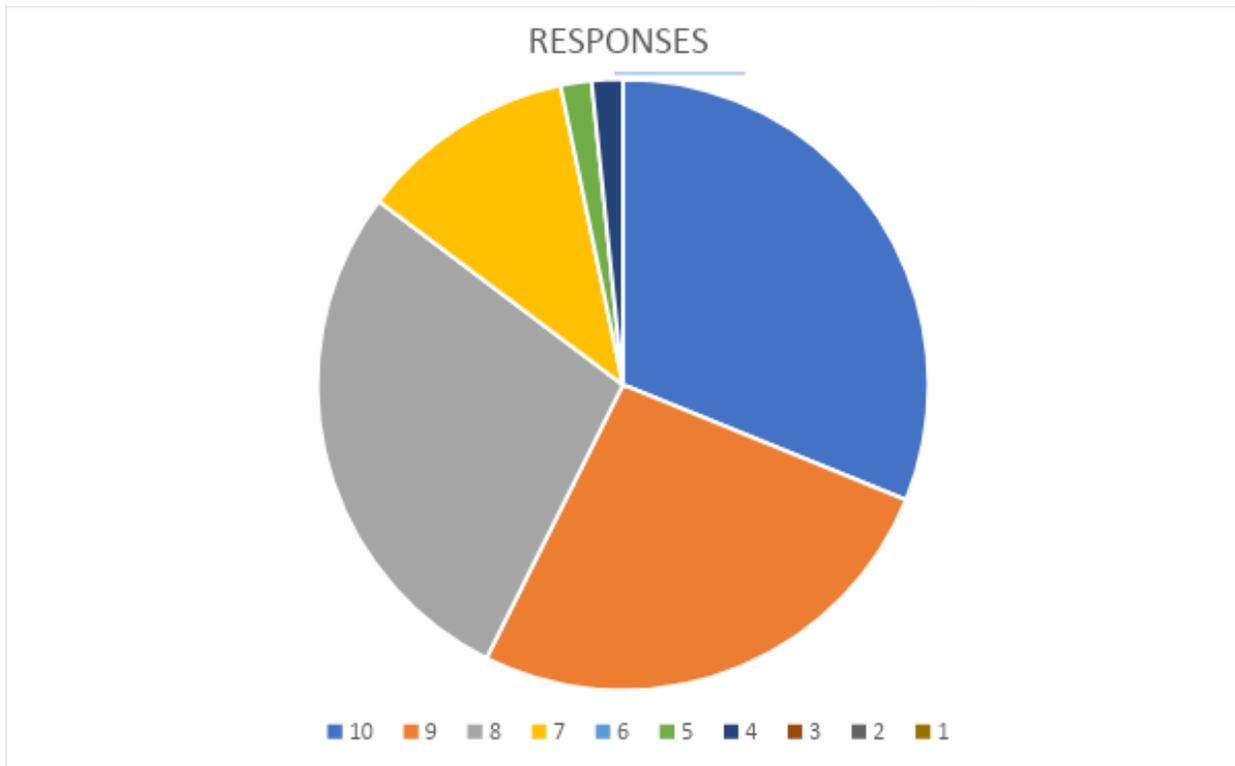
The highest session attendance recorded were:

1. Day 1 - Official Summit Opening
2. Day 1 - Tourism & Travel
3. Day 2 - Technology & Innovation
4. Day 2 - Entrepreneurship, Business & Finance
5. Day 4 - Outreach & Advocacy

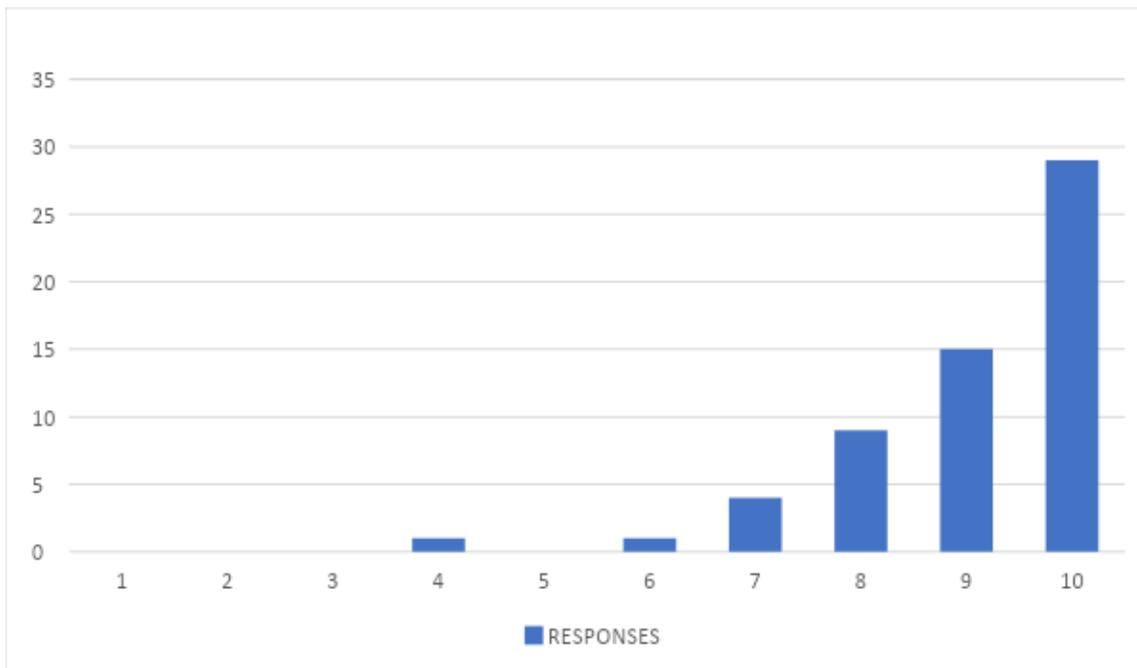
Participants indicated that the Summit was well organised and executed to a high standard which resulted in an increase in GJDYC membership. They were very pleased with the availability of information, the quality of speakers and moderators, branding of the Summit and the overall Zoom platform including the use of introductory videos and polls during the sessions. On a scale of 1-10, with 10 being the highest, 85% of those who completed the feedback form rated the sessions between 8-10.



70% noted that they were more confident in their knowledge of development since attending the summit.



Most of the respondents, 93%, stated a 7 and above for the Summit meeting and exceeding their expectation.



Participants recommended three major areas for the improvement of the Summit:

1. More audience interaction even with a time limit such as enabling the Zoom chat feature
2. Including the Zoom link in the daily emails for easier access to the sessions
3. Increased clarity on the time zones displayed for greater session attendance

With respect to recommendation one, it is to be noted that participants could submit typed questions during the sessions, which were addressed by the moderator or speaker at the end of each session. During registration, participants were also given the opportunity to relay any questions or comments for the panellists. The Chat feature was disabled to prevent interruptions and allow for effective management of the sessions.

SUMMIT DELIVERABLES AND RESULTS

DELIVERABLES	RESULTS
Presentations and discussions that are: <ul style="list-style-type: none"> - Enlightening - Engaging - Robust 	Presentations and discussions were informative and meaningful and signaled greater interest among youth in the Diaspora and partnerships with youth in Jamaica.
Opportunities to showcase the talents and expertise of young change-makers in the Diaspora and Jamaica.	The Summit provided information on opportunities for innovation and continued impact in the various industries during and post COVID-19.
Provide information on the impact of COVID-19 on the various industries and the unconventional thinking required to re-shape many industry operations and community functions.	Industry Gaps and Recommendations were consolidated by the designated rapporteurs. They will in turn be used to guide policy and advocacy initiatives that align with the mission and vision of the GJDYC.
Opportunities for youth in the Diaspora and Jamaica to discuss the impact that COVID-19 has on their health, education and overall lifestyle.	Strategies and best practices on how to cope and pivot during and post COVID-19 were identified and shared with the participants and will be included in the actionable next steps of the GJDYC.

SAMPLE OF COMMENTS FROM ATTENDEES

The quality and production was top notch. The information was current and relevant to each sector that was discussed. Kudos to you guys. Shaneka Carey – The Bahamas

Love the angles, points of view and variation in terms of the contribution of each panellist provided. Solid. Rain Jarrett – USA

Fantastic session! Great food for thought that we can now go and apply to either start up or bolster our current operations. Kerina Richads – UK

Great discussion on travel. Digital transformation is an area I'm keen to understand more about. Martin Daay – UK

Major point raised about the lack of classification for social enterprises. This is necessary for targeted policy to develop a strong ecosystem and sector. Michael Marshall – UK

Proud level buck ya now! – Glenroy McIntosh – Trinidad and Tobago

SUMMIT PRESS

The Summit was featured on a variety of platforms before, during and after the event to increase awareness. This included:

1. Global Yaadie Podcast
2. The Jamaica Diaspora Live - Power 106 Interview (twice - Pre & Post event)
3. Talk Up Yout Nationwide Interview
4. TVJ Smile Jamaica Diaspora Segment interview of the Chairperson
5. South Florida Caribbean News – GJDYC Online Summit Press Release
6. Jamaica Information Service – Featured article entitled “Youth in Diaspora Urged to Promote Cultural Industries” following Minister Johnson-Smith's remarks at the Summit on Diaspora Day

MAJOR ACTIONABLE OUTCOMES AND RECOMMENDATIONS

Expected Summit Outcomes: Post Summit Action

The four expected outcomes of the Summit were:

1. To develop policy and advocacy initiatives using the recommendations presented by each industry panel.
2. To increase visibility and profile of the GJDYC.
3. To increase membership engagement among young people in the Jamaican Diaspora.
4. To advance and strengthen partnerships and sponsorships with organisations and entities in Jamaica and other parts of the world.

Major actionable outcomes and recommendations

The Summit could be held biennially, akin to a Diaspora conference to foster continued engagement of youth across the Jamaican Diaspora and facilitate the sharing of information and constructive dialogue around key industries and national development.

Tourism & Travel

1. Ticket, monetise and convert different elements of tourism into digital experiences including virtual tours and meetings for clients.
2. Domestic experiences and regional travel must be given greater consideration to enhance opportunities to connect with emerging backyard.
3. Creative and innovative thinking around bringing traditional wedding elements to outdoor experiences (e.g. creating chapel sceneries outdoors) with increased focus on digital registries rather than taking gifts to weddings.

Religion

1. Educate individuals on church history and apply decolonisation to church theology.
2. Increase celebration of African spiritual traditions and values.
3. Development of a sustainability plan, which includes use of technology and social media, trainings, collaboration among churches and financial stability, to better handle crises in the future.

Entrepreneurship, Business and Finance

1. Leaders should conduct frequent business forecasts, including Strengths, Weaknesses, Opportunities, and Threats analyses.

2. The use of key performance indicators in business organisations.
3. Diversify income streams and assets to be in a better position to manage crises.
4. Increase collaboration, partnerships and joint venturing.
5. Business start-up agendas and plans must now consider the e-commerce and customer experience, improving services through data and artificial intelligence, modernising technological capabilities, investment in digital solutions.

Technology and Innovation

1. Invest in and expand access to technology to rural communities
2. Utilisation of 3D printers to help meet or manage crises
3. Deeper integration of and investment in technology to support education, including the expansion of broadband capabilities in schools

Agriculture and Manufacturing

1. Increase and strengthen collaboration within the fashion and textile industry
2. Increase awareness around the fishing industry and create campaigns that support the protection of the blue economy
3. Relaunch backyard farmers programmes
4. Include mandatory basic farming practices in schools to promote a culture of sustainability, self-reliance and agri-business/agri-technology as an option in higher education
5. Provide greater support and emphasis on tech start-ups in the agriculture industry

Environment

1. Leaders should focus on biomimicry as a potential solution for climate crisis
2. Renewable energy, onsite recycling, waste to energy conversion, sustainable agriculture, "clean" transportation are industries that offer pathways for enhanced sustainability
3. Implementation of tax incentives to encourage business compliance with environmental policy
4. Institutionalize climate advocacy in school curriculum to reinforce focus of climate change for sustainability
5. Implementation of measures to mitigate the detrimental effects of Jamaica's digital footprint as it impacts global temperature rise
6. Explore "city smart" solutions (connect and leverage physical, IT, social, and business infrastructures)
7. Create a built environment that allows persons to live within limits. Implement policies that do not create a direct demand for long travels to work

Education

1. Personalise experiences for students with learning needs
2. Standardise the guidelines for e-learning
3. Provide training and support to teachers conducting online learning
4. Encourage multilingualism amongst children
5. Consider a more comprehensive system of assessment to include less exams, more apprenticeships
6. Implement VSAT technology and mobile trucks to enable virtual learning in areas with poor connections.
7. Encourage the continuity of cultural and linguistic authenticity in education
8. Standardisation of the Music and Entertainment Industry as well as the cultural influences in Policy development and education in Jamaica.

Outreach and Advocacy

1. Increase cross-sector collaboration and partnerships between organisations and individuals, including Diaspora entities
2. Develop sustainability outreach programmes and campaigns targeting resources and capacity building
3. Develop repositories and databases for knowledge and preservation of culture
4. Establish small scale funding programmes to boost food security, employment and sustainability

Health

1. Broaden the scope of incorporation of medical students into the health care system to alleviate the burden on professionals.
2. Public health education and marketing around telehealth and the introduction of telemedicine
3. Collaboration between telecommunication services and health care to drive telemedicine access in rural areas.
4. Private and public sector involvement in the development of a digital health clinic infrastructure
5. Develop and impart mental health workshops and facilitate advocacy by bodies/entities such as the GJDYC

Social Services and Social Entrepreneurship

1. Shift from project reliant organisations to prioritize the sustainability of interventions through program-focused organisations

2. Support and invest in Jamaica becoming the “Silicon Valley” of the Caribbean and development of an innovation hub
3. The involvement of the under-18 youth group in policy development
4. Increased understanding and promotion of Social Entrepreneurship and Social Enterprises

Arts and The Creative Industry

1. Develop programmes and partnerships to encourage the involvement of Jamaican youths and the Diaspora in the Creative Industry
2. Reimagine the idea of the Creative Industry as a career path to drive cultural innovation and preservation
3. Creation of a road map for a cohesive engagement and participation through the Ministries of Foreign Affairs and Foreign Trade, Tourism and Culture, Gender, Entertainment and Sport.
4. Utilise Digital Data Storage for the preservation and Value-added capabilities of the Jamaican culture.

SUMMIT SPONSOR & PARTNERS

Victoria Mutual Building Society was the global sponsor for the Summit. They have been a strong supporter of the GJDYC from inception. They continue to be a reliable partner for Diaspora youth developments.

A key stakeholder in the GJDYC is the Ministry of Foreign Affairs and Foreign Trade. The Department for Diaspora Affairs was instrumental in providing guidance and input for the conceptualization, development and design of the programme for the Summit. The Department also assisted in disseminating Summit information to Jamaica's overseas Missions.

Our official local partners include the Ministry of Education, Youth and Information and four Jamaican-based youth organisations represented on the GJDYC Executive Board and one outstanding national youth organisation focused on development within the Creative Industry. The organisations are as follows:

1. Jamaica Union on Tertiary Students
2. Youth Advisory Council of Jamaica
3. National Youth Council of Jamaica
4. Jamaica Youth Ambassador Corps
5. Jamaica Youth Empowerment through Culture, Arts and Nationalism

In the Diaspora, the GJDYC partnered with a myriad of organisations to aid in the promotion of the event. These included community-based groups, national organisations, African Caribbean Societies within universities, alumni groups, Diaspora organisations and charities.

GJDYC Summit Events Team

Sarrah-Ann Allen (JA)
Nadia Anderson (USA)
Mona-Lee Belizaire (USA)
Elecia Bethune (UK)
Brittany Brown (JA)
Renford Douglas (USA)
Tijienene Gordon (USA)
Karri-Ann Lawrence (USA)
Ashley Moncrieffe (USA)
Aisha Morgan (UK)
Tanesha Westcarr (UK) – Chairperson