

International Development Education and Awareness (IDEA)



International Development Education and Awareness (IDEA) will enhance the engagement of Canadians especially youth (aged 12 to 18) in Canada and improve their access to, and use of, equitably distributed global citizenship learning products, resources, and opportunities.

Activities include, but are not limited to, engaging youth through digital platforms, creating leader opportunities for youth, and equipping and empowering educators with resources to incorporate global citizenship themes into the classroom.



In partnership with

Canada



Reach¹

Reporting Period	Gender	Primary stakeholders ²	Intermediaries ³	Total Reach
April 2025 – March 2026	Women, girls	50,892	1,696	52,588
	Men, boys	50,892	1,696	52,588
	Non-binary or other gender	1,867	64	1,931
	Total	103,651	3,456	107,107
Cumulative Reach (to March 2026)	Women, girls	99,551	3,331	102,882
	Men, boys	99,551	3,331	102,882
	Non-binary or other gender	3,649	124	3,773
	Total	202,751	6,786	209,537

¹ IDEA focuses exclusively on youth populations; therefore, the reported reach reflects youth beneficiaries only.

² The individuals intended to experience an improvement in well-being as the ultimate outcome of the program. For instance, this might include students in an education program, or women and girls in a women's empowerment program.

³ Individuals that are not the primary stakeholders of the project, but that will experience a change in capacity and behaviors, practices, or performance which will enable them to contribute to the program's efforts to improve wellbeing of primary stakeholders. For example, this might include teachers or education officials in an education program, or traditional community leaders in a women's empowerment program.

Outputs⁴

Indicator	Disaggregation	Project Targets	Results (Apr 2025-Mar 2026)	Cumulative Results
# of youth (12-18) attending national leadership camps trained by IDEA staff on international development related concepts	Women, girls	176	26	180
	Men, boys	115	19	112
	Non-binary or other gender	5	1	5
	Total	296	46	297
# of teachers participating in Professional Learning Circles	Women, girls	60	51	72
	Men, boys	59	10	24
	Non-binary or other gender	1	1	1
	Total	120	62	97
# of curricular subject areas developed	Total	5	0	2
# of national-level initiatives partnered with to incorporate international development topics	Total	2	1	2

⁴ This list of output indicators is not exhaustive. The full logic model is available upon request.