

Visitor Badge

Josh Balkowski

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Positionality

Where I am coming from

The origin of my background is relative to the upcoming stages of this assignment and is relevant because my experience and relationship with the land I stand on will affect (and has affected) my intent and outcome of this assignment.

My personal position going into this section of Project two is defined as: **A 26 year old, first generation caucasian, anglo-Saxon South African immigrant, and Canadian citizen, currently residing in Tkaronto, ON, Canada.**

Intent

What I aim to do

It is my responsibility to treat all the information provided in the ADVR- 1004 Guest Lecture by Nadia McLaren about OCAD's Indigenous Learning Outcomes and the Wholistic Principals with respect. The teachings shared with me was and is a privilege and the information and how I use it is to be treated with the understanding and value it was shared with.

The meaning of the word respect, when broken down into its two parts, “re-” and “-spect” means “to. look again” – as in, to look at something or someone again while also being aware of the lenses through which we view, understand and experience the world.

- OCADU Indigenous Learning Outcomes, April 29 2019

Opportunity

1. Tell the story of the Land where I live and was from in a **Respectful** way
2. Tell a truth about the **Relationship** I have with the place I am and how I am dis /connected from /to it
3. In **Reciprocity**, offer a message that can be mutually beneficial to the Land, and to each other
4. Be **Responsible** in sharing my story in this context

Challenge

**How do I tackle decolonization
from my positionality?**

Research

Coming from my positionality I found one of the challenges decolonization is currently facing that I can help change is the issue of Slacktivism amongst the ally community.

Slacktivism - the practice of supporting a political or social cause by means such as social media or online petitions, characterized as involving very little effort or commitment.

Currently, being an 'ally' to marginalized communities; as is the case of Indigenous people in the pursuit of decolonization is superficially supported by un-marginalized groups. Through my research and through personal examination I found that I could address this issue in a way that would help emulate the type of ally I strive to be in my community.

Ally - a person, group, or nation associated or united with another in a common purpose

Beliefs

Currently it is believed that by showing support for Indigenous people through social media is enough to be considered an active ally.

The Goal is to show allied communities for Indigenous support that they need to do more than speaking out on social media or signing online petitions in order to create real change.

NOTE: Online support is a valuable means of helping Indigenous (and other) communities as an ally. My aim is not to criticize but to ask of myself and other allies that are capable of doing more, to do more.

Insight

There is a disconnect between how much people **claim** to care and what people **do** to show that they care in the support of decolonization in the Indigenous community.

Ask allies, besides social media posts and online engagement, what do they actually do for the Indigenous community?

Responsibility starts by acknowledging that we need to do more in order to see change.

Hold allies accountable to what they say online by showing what they actually do for the Indigenous community.

Idea

Show allies of indigenous communities that in the fight for decolonization that action speaks louder than words by demonstrating the importance of accountability through badges earned by active participation in indigenous communities.

Client

Toronto Aboriginal Support Services Council (T.A.S.S.C.)

As T.A.S.S.C. is the leading not-for-profit research, policy, and advocacy organization that addresses the social determinants of health to improve and enhance the socio-economic prospects and cultural well-being of Aboriginal peoples living in the City of Tkaronto, it is the best option for verifying ally participation in Tkaronto through its 18 affiliated member organizations.



Client Continued

Toronto Aboriginal Support Services Council (T.A.S.S.C.) 5 year plan as outlined on their website:



(Whats good about this concept is that it already fits into the current outreach and community engagement of the T.A.S.S.C.)

Concept

Create a campaign that shows which social media allies follow through their posts with tangible action through verified badges distributed by T.A.S.S.C.

This way through social accountability, indigenous allies can be held to a higher level of action, creating more impactful change in the road to decolonization.

*** Side Note: This is in no way meant to gate-keep information or perspectives. The intention for this badge is to be used for people who are not Indigenous themselves, but want to extend their relationship and support to and with Indigenous groups within Tkaronto. ***



Physical Execution: A Physical Badge sent to content creators who fit the criteria established by the T.A.S.S.C. and affiliated communities that verifies their support in the road to decolonization.

Metrics

UGC - Users will post about their new 'Badges' in the same sense as vloggers on YouTube post about their plaques for certain achievements creating awareness and accountability for Indigenous Communities of Tkaronto.

- This will then in turn create opportunities for other users to share, like comment and ultimately continue the conversation about Indigenous rights in Canada
- With this concept it adds a level of confined or acknowledged validity in the allied community that will add structure to information within this conversation