



## **Indus Space and the GenAction Initiative are calling on Canada's Youth to Take Climate Action**

(April 21, 2023 – Mississauga, ON) This Earth Day, Indus Space is calling on youth from K-12 to join the nation-wide [GenAction initiative](#). GenAction is led by [30 science centres from across the nation](#) who have teamed up to inspire youth to take action for climate change through developing science and digital programming, camps, workshops, events, and free [educational resources](#). GenAction's goal is to reach 205,200 youth, kindergarten to grade 12, with a focus on affecting daily actions that will collectively contribute to the reduction of Canada's greenhouse gas emissions by 2050.

Indus Space has committed to reaching 2000 youth by 2024 and will do so by engaging with them through a variety of our programs including our virtual speaker series (posted on our YouTube Playlist), day camps, and classroom visits.

"Climate change is a global reality that while impacted directly at ground level, is very much observable from space. Our goal as a space organization is to connect that bridge from observing from macroscale to microscale, and how each one of us can reassess our own climate actions while living in large urban, populated locations." – Dr. Bhairavi Shankar, Founder and CEO of Indus Space.

GenAction is funded by Environment and Climate Change Canada, and is led by the Canadian Association of Science Centres, The Discovery Centre (Halifax, NS), Science North (Thunder Bay, Ont.), and The Exploration Place (Prince George, BC). Through a flow-through grant program, 30 science engagement partners who are all members of the Canadian Association of Science Centres have been funded to connect educators and youth, to raise awareness of climate change science and to deliver programming to educate citizens on climate actions they can take to make a difference.

“It is exactly this kind of collaboration and community impact that we need to build a strong innovation and science culture in Canada. As trusted sources for relevant and reliable science information, the CASC network of science centres, museums and science engagement leaders are the natural place for youth and their families to learn about how to mitigate climate change and take climate action”, says Dr. Marianne Mader, Executive Director, Canadian Association of Science Centres.

“GenAction’s commitment to innovative, science-based education and opportunities will continue to empower youth across Canada to take tangible actions against climate change. With Earth Day around the corner, this investment is an important step in raising awareness and engaging young Canadians to meet our net-zero target by 2050,” says The Honourable Steven Guilbeault, Minister of Environment and Climate Change.

Youth across Canada are encouraged to join the movement by visiting the [GenAction website](#) and pledging their commitment to climate action, as well as visiting one of the 30 science engagement partners and participating in their GenAction programs. Parents and educators are encouraged to use the GenAction [Science Spotlight resources](#) to discover local climate research from science heroes in their region, and climate actions they can do at home, in their classroom or in their community.

**Contact for further enquiries:**

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**About Indus Space:**

As a social enterprise, our mission at Indus Space is to make space exploration topics accessible to everyone, in particular girls and other underrepresented communities as they explore the significance of Science, Technology, Engineering, and Math (STEM). We introduce ways space exploration plays an integral role in our lives, introduce diverse career pathways in the space sector, and celebrate Canada’s role in space achievements.