

GLOBAL CITIZENSHIP AND YOU




SECTION 1: GROWING UP GLOBAL AND DIGITAL

SECTION 2: REVEAL YOUR TRUE IDENTITY

SECTION 3: TAKE IT GLOBAL

SECTION 1
GLOBALIZATION AND DAILY LIVING


How many times have you heard the word "generation" applied to a particular group of people? Sometimes words like "hard-working", "spoiled", "intelligent" and "selfish" are used to describe various generations of people.



Indication of the end of the content within a self study package. If applicable a final exercise will follow which the cadet will complete and return to the Proficiency Level / Training Officer.

GENERATION Y / Z	INTERNET (I) GENERATION
GENERATION WHY	MILLENNIALS
GENERATION NEXT	DIGITAL GENERATION
ECHO BOOMERS	NET GENERATION

Did you have trouble deciding? Have you seen or heard any of these labels before? In actual fact, most of them have been used at different times to describe your generation. However, "digital generation" and "net generation" or the "I Generation" are most commonly used to describe those whose birth dates range from the mid 1970s to the late 1990s although there is disagreement on fixed dates.



Generally, you have been described as:

optimistic	hopeful	connected 24/7	independent
technically savvy	determined	goal-oriented	success driven
structured	multi-tasker	inventive	creative

Make a list of four characteristics that best describes you.

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But all the descriptors are not flattering. You are also sometimes described as:

Screenagers. You are addicted to computer screens.

Shameless. You are careless about what you post online.

Adrift. You are spoiled by your parents and afraid to choose a path in life.

Dishonest. You download and share information, music, etc that belongs to others.

Slackers. You waste time with online socializing at work and find it difficult to hold a nine-to-five job.

The one unifying characteristic of your generation, however, is that you are the first to grow up in a global era totally surrounded by digital media.

GROWING UP GLOBAL

Globalization refers to the increasing integration of economies around the world and specifically refers to the:

- efficient movement of goods, services and money across international borders;
- efficient movement of people (labour) across international borders; and
- efficient movement of knowledge (technology) across international borders.

Generally, people distinguish between economic, political and cultural globalization.

Economic Globalization



On whom do you depend everyday?

When thinking about on whom you depend everyday, you probably thought of those closest to you, such as parents, relatives, teachers, and friends. You probably didn't realize that you also depend on a man in Brazil, a woman in Ghana and a boy or a girl in Pakistan as a result of economic globalization.

Economic globalization, a process that has resulted from human innovation and technological progress, refers to the increasing integration of economies around the world through the movement of goods, services, and money across international borders. The term also includes the movement of people (labour) and sometimes knowledge (technology) across international borders.

As a result of increasing globalization, everyday you depend on people from all around the world to make your clothes, produce your food and manufacture the items you use in daily activities. Some of the more common items and the country in which they may be made include:



Did you know?

During a normal day you depend on numerous countries throughout the world for the clothes you wear, the food you eat and the activities you engage in?

Clothing

- **Shirts.** Shirts and other clothing made of cotton are made in countries, such as **Malawi** and **India** because cotton grows best in warm climates.
- **Jeans.** Many types of jeans are made in Bangladesh by women who work on the factory production line.
- **Footwear.** Many types of footwear are made in the US, Burma and Thailand.



Take a look at the tags on the clothing you wear. Where were they made? How many say "Made in Canada"?

Breakfast

- **Orange juice. Brazil** is the world's biggest producer of oranges which are grown in huge plantations because of the warmth and sunshine.
- **Tea.** Many types of tea come from **Sri Lanka** where tea plants are grown in plantations called "Tea Estates." "Pickers" take the green leaves off the plant and then let them dry, so that they can be ground down into tea.
- **Cereal.** Cereals that you eat are made mainly from rice and maize (corn). **Argentina** provides most of your cereal.
- **Coffee.** Coffee is really a fruit and the coffee cherries are picked from a coffee plant which grows in a climate that is warm and humid. After the cherries are picked, they are split open and the coffee beans are taken out and dried.



Did you know?

The five highest coffee producing nations are **Columbia, Vietnam, Kenya, Cote d'Ivoire (Ivory Coast)** and the State of **Hawaii** in the **US**?



How does the relationship between coffee producing countries and coffee consuming countries illustrate economic globalization?



Just for fun ... don't over think this but list as many nicknames or slang terms used to describe coffee as you can think of.

_____	_____
_____	_____
_____	_____
_____	_____

Snacks

- **Chocolate.** Most of the chocolate you eat comes from the **Ivory Coast** in West Africa.
- **Sweets.** The sugar in the sweets you eat comes mainly from countries in the Caribbean like **Jamaica**.

Lunch

- **Bananas.** Many of the bananas you eat are grown in **Ecuador**.
- **Grapes.** Grapes are grown all over the world but those grown in **Greece** are most popular.
- **Sandwich.** Bread for your sandwich is mainly made from flour (rye, barley, rice or most commonly wheat), salt and water and **China** is the country which grows the most wheat.


- **Crisps.** Many varieties of crisps are made from dehydrated or dried potatoes and some of the companies that produce dehydrated potatoes are in **Belgium**.

Dinner

- **Rice.** Rice is grown from seed in "paddy" fields in Asian countries such as **Vietnam**.
- **Pasta.** The **Italians** invented the pasta that you love to eat.
- **Chicken.** Some of the chicken you eat especially frozen chicken and products like chicken nuggets come from **Thailand**.
- **Beef.** Nearly half of the beef you eat comes from **Argentina**.
- **Cheese.** Cheese is very popular and one of the most popular cheese-making countries is **France**.

Activities

- **Sports.** Many sports companies have factories in Asian countries, such as **Pakistan**.
- **Automobiles.** Most cars and other vehicles are made in the **US, Germany, Japan** and **Korea**.
- **Toys.** Many of your plastic toys, video games and puzzles are made in **Taiwan**.
- **Pens and pencils.** Most of the pens and pencils that you use are made in **China**.



Consider the clothes you have worn, the food you have eaten for snacks and meals and the activities you have participated in and list the countries that you have relied on today.

No doubt China figured prominently in your day. China is a special case and it would be difficult to list all the products made in that country and exported throughout the world. However, an examination of the relationship between the American corporation Wal-Mart and China illustrates how these two partners alone influence economic globalization.



Did you know?

As of 2009, Walmart:

- has almost 5000 stores in 10 countries worldwide;
- has 39 stores in 15 cities around China;
- has supply contracts with more than 5000 Chinese companies;
- gets 70% of all the products in its stores from China; and
- intends to increase its trade with China by 10% every year.

(<http://www.organicconsumers.org/corps/Walmartchina113004.cfm>)



Walmart's inventory of stock produced in China was valued at US\$18 billion in 2009. If Walmart was a country, it would rank as China's eighth largest partner ahead of Russia, Australia and Canada.

(<http://www.organicconsumers.org/corps/Walmartchina113004.cfm>)



Activate Your Brain # 1:

Look at the facts above and explain how Walmart and China are helping to increase economic globalization.



Response:



Check out Sara Bongiorni's book, *A Year Without "Made in China"* at <http://www.amazon.ca/Year-Without-Made-China-Adventure/dp/0470116137>

Globalization is a very controversial issue and opinions vary as to its pros and cons. Undoubtedly, there are some unscrupulous corporations who take advantage of workers in developing countries and pay low wages to have their goods produced and then sell them for huge profits. However, to say that all corporations are poor global citizens is a stereotype and you will be challenged to distinguish the good from the bad.

Since the early 1990s, the fair trade movement with its umbrella organization the Fairtrade Labelling Organization (FLO) International, has worked to ensure that producers and workers in developing countries get a better deal.



Did you know?

That one way for you to act as a global citizen is to support companies that conduct business responsibility in developing countries? Look for this symbol on products in stores in your neighbourhood ...



Figure A-1 Fair Trade Symbol

Note. From "Econsciousmarket", 2009, *World Fair Trade Day*. Retrieved December 8, 2009, from <http://www.econsciousmarket.com/eco-times/world-fair-trade-day/>

TransFair Canada is a national, nonprofit fair trade certification organization and the only Canadian member of the Fairtrade Labelling Organizations International (FLO). What it does can be broken down into three main categories:

Certification. TransFair Canada is responsible for certifying that Canadian products bearing the Fair Trade certification marks meet international Fair Trade standards and monitors products once they enter Canada to ensure that what is sold as Fair Trade Certified meets that standard.

Licensing. TransFair Canada licenses Canadian companies to use the Fair Trade certification marks on their products, and ensures that these marks are used in a way that is misleading to the public.

Promotion. TransFair Canada works alongside community groups, companies, and individual citizens to promote and build momentum for Fair Trade certified products through media campaigns and promotional materials.



Did you know?

The FLO International announced in December 2009 that the Kit Kat bar is going Fairtrade? The move by Nestlé, which kicked off in mid-January 2010 when the first certified Kit Kat bars arrive on shop shelves, will benefit thousands of farmers in Côte d'Ivoire, also known as the Ivory Coast, who produce cocoa from which chocolate is made. Côte d'Ivoire, which is one of the world's poorest countries, produces 40 percent of the world's cocoa and one in four people directly or indirectly rely on cocoa farming for their livelihood. (http://www.fairtrade.org.uk/press_releases_and_statements/december_2009/kit_kat_gives_cocoa_farmers_in_cote_divoire_a_break.aspx)

Political Globalization

Traditionally, politics takes place within national political systems. National governments, such as the Government of Canada, are responsible for maintaining the security and economic welfare of their citizens, as well as the protection of human rights and the environment within their borders.

Citizens normally pay attention to political activities within their country but as a result of globalization they now pay attention to political activity at the global level. One consequence of living in a global world is that the decisions and actions of international organizations affect countries and people all over the world. Some of these include:

- **The International Monetary Fund (IMF)** is the world's central organization for international monetary cooperation and its primary purpose is to ensure the stability of the system of currency exchange rates and international payments that enables countries to buy goods and services from each other. To accomplish its purpose the IMF:
 - reviews national, regional, and global economic and financial developments;
 - provides advice to its 184 member countries, encouraging them to adopt policies that create economic stability and raise living standards;
 - serves as a forum where countries can discuss the national, regional, and global consequences of their policies;
 - makes loans to member countries when their payments to other countries exceed their earnings; and
 - provides technical assistance and training to help developing countries achieve economic stability and growth;

- **The World Bank** which is a source of financial and technical assistance to developing countries around the world. It is not a bank in the common sense and is made up the International Bank for Reconstruction and Development (IBRD) and the International Development Association (IDA), owned by 186 member countries of the World Bank. Together, they provide low-interest loans and interest-free grants to developing countries for education, health, public administration, infrastructure, financial and private sector development, agriculture, and environmental and natural resource management; and
- **The World Trade Organization (WTO)** which is the international organization whose primary purpose is to open trade for the benefit of all. The WTO helps negotiate agreements aimed at reducing obstacles to international trade and helps implement and monitor these agreements as well as settle trade disputes between countries. The WTO currently has 153 members, of which 117 are developing countries. The WTO's main activities include:
 - negotiating the reduction or elimination of barriers to trade and agreeing on rules governing the conduct of international trade;
 - administering and monitoring the application of the WTO's agreed upon rules for trade;
 - monitoring and reviewing the trade policies of its members;
 - settling trade disputes among its members;
 - helping train developing country government officials in international trade matters;
 - conducting economic research in support of the WTO's other main activities; and
 - educating the public about the WTO, its mission and activities.



The World Bank, the IMF, and the WTO have tremendous power and influence, but are often accused by citizens around the world of excluding the opinions of the developing countries they are supposed to help and who are the most seriously affected by their policies. They claim that policies of these organizations are often developed behind-the-scenes and are heavily influenced by the larger and wealthier member countries.



Not surprisingly, massive citizen protests generally develop when these organizations meet. Numerous groups including university students, trade unions, faith-based and peace groups come together to oppose what they consider to be business-driven and undemocratic decision making that take advantage of developing countries. Check out <http://www.globalissues.org/article/45/public-protests-around-the-world> for more information.

Another form of global political involvement is to join non-governmental organizations (NGOs) which are groups and institutions that are entirely or largely independent of government whose objectives are mainly humanitarian rather than commercial. NGOs include charitable and religious associations that raise private funds for development, distribute food and family planning services and promote community organization. They also include independent cooperatives, community associations, water-user societies, women's groups and pastoral associations. Citizen groups that raise awareness and influence policy are also NGOs.

Members of these and other organizations act globally by forming alliances with organizations in other countries and using global communications systems to influence international organizations instead of working through their national governments.



Check out these sites for more information about the NGOs listed above:

<http://www.ifrc.org/>

<http://www.oxfam.org/>

<http://www.savethechildren.org/>

<http://www.care.org/about/index.asp>

<http://www.actionaid.org/>

Globalization of Culture

Technology has now created the possibility of a global culture. The Internet, social-networking sites, telecommunications, cellular communications, satellite technology, etc are dissolving cultural boundaries. The spread of values, behavioural norms, and culture generally is heavily tilted in favour of Western ideals. Over 80% of all websites in the world are in English and the majority of published material, including educational publications, on the Internet is in English. Small cultures and languages are in danger of disappearing due to the competition in the international marketplace where only the biggest international publishing and entertainment companies are able to produce high quality electronic materials. Global entertainment companies and other major corporations such as Walmart, McDonalds, Disney and Coca-Cola have the capability of manipulating personal tastes and may eventually determine what goods and services people want.

Some argue that the Internet and major corporations make it very difficult for governments to control its citizens and people around the world will follow their own interests and form partnerships with like-minded groups. According to this view, the control of culture which can be accomplished with technology, is seen as far more important than the control of political and geographical borders.

While the creation of one culture for the whole world may be an extreme position, it is true that technology makes it very easy to cross national borders and any effort by individual countries to exclude global pop culture usually makes the banned objects all the more irresistible.



Consider how Internet technology can be used to both help create cultural globalization and help prevent it.



Is a global culture, common to everyone in the world, a good or bad thing?

Response:

GROWING UP DIGITAL

The second part of the defining characteristic of your generation is that you are the first to be growing up completely surrounded by digital media. To you technology is a part of the natural landscape.

For the first time in history, your generation is more comfortable, knowledgeable, and literate, than your parent's generation, with an innovation that may allow you to develop and impose your culture on the rest of society.

Through technology you have learned to play, communicate, and work very differently than anyone else in the past.



What bugs you more—stuck in traffic, standing in line at the store, or a slow connection?

You live in the high-speed, interactive world of email, cell phones, smartphones, Google, Facebook, Twitter, YouTube and countless other sites. The speed of delivery on the Internet is getting faster as high-speed broadband Internet access is now common. You can access a world of knowledge from your Blackberry, for example, or your mobile phone, which can surf the Internet, be used as a global positioning system (GPS), take photos, and swap text messages.

Just about every one of you has an iPod and a personal profile on a social–networking site such as Facebook, which lets you monitor your friends and be monitored by them all the time.



Did you know that according to one survey:

- 97% of you own a computer;
- 94% of you own a cell phone;
- 76% of you use instant messaging with 15% logged on 24/7;
- 34% of you use websites as primary news sources;
- 75% of you have a Facebook account; and
- 60% of you own an iPod or the equivalent.



How many of the statistics above apply to you personally?

_____	_____
_____	_____
_____	_____



For personal interest, do a survey of your squadron, peer group, or school etc and see if the statistics just presented apply to them as well.

As a result of all technological activity, digital content is exploding at astronomical rates. As of 2007, the digital universe contained 281 000 000 000 gigabytes of digital content, which works out to about 45 gigabytes per person on the planet. The traces that you leave in the digital environment by taking pictures, making phone calls, uploading videos to YouTube, downloading digital content etc are your digital footprint.

But you control less than half your total digital footprint and your digital shadow is much larger. Your digital shadow includes images of you on surveillance cameras and records in banks, retail stores, airlines, telephone and medical databases, web searches, etc. In general, it is information about you in cyberspace.



How often do you actively and passively feed information about yourself in the digital environment? Go to <http://dsc.discovery.com/convergence/Koppel/interactive/interactive.html> and check it out. Can you find ways to reduce your digital footprint and digital shadow?



Figure A-2 Digital Footprint

Note. From "Pepperflood", 2009, *Blogspot.com*, Copyright 1999–2009 by J. Flood. Retrieved November 26, 2009, from <http://pepperflood.blogspot.com/>



Did you know?

Prospective employers and various other institutions and organizations screen social networking sites?

According to Canada's Privacy Commissioner, young Canadians need to "think twice" about how much personal information they post on the Internet and take greater responsibility for what they do online. You are choosing to open up your lives in ways your parents thought impossible and your grandparents thought unthinkable. Be careful what you post and follow these simple suggestions to protect yourself:

- google search yourself;
- untag any photos or correct erroneous information others may have posted about you;
- create a personal website; and
- follow through with fresh content and accurate information.



For more information, check out "6 tools to monitor your online reputation" at <http://www.dumblittleman.com/2008/10/6-tools-to-monitor-your-online.html>



Give it some thought

Who should be mainly responsible for policing social-networking sites? Consider which of these statements best describes your opinion?

- the user should be mostly responsible and exercise caution when using social-networking sites;
- Canada's Privacy Commissioner should be mostly responsible and propose legislation to protect Canadian's right to privacy online; or
- the sites themselves should change their third party access and protect their customer's right to privacy.



Did you know?

Canada's Privacy Commission is working to promote online privacy for you through its new website www.youthprivacy.ca? Check it out.

SECTION 2 REVEAL YOUR TRUE IDENTITY

Even though there are differing opinions, most people agree that global citizenship goes beyond simply knowing that everyone is a citizen of the planet and reflects more the idea that all citizens of the planet have a collective responsibility to each other and the planet itself. In this regard, everyone belongs to one community, the planet, and consequently has a stake in the well-being of that community and its people.

Just as your generation can be described as global and digital, it can also be described as a generation that believes in causes with a keen desire to give and volunteer with hands-on ways of improving the lives of people, domestically and internationally. You are global citizens and believe that you can change the world one donation, one voluntary activity, or one purchase at a time.



Did you know?

According to the report *Caring Canadians, Involved Canadians: Highlights from the 2007 Canada Survey of Giving, Volunteering and Participating*, 58% of Canadians between the ages of 15 and 24 volunteered on behalf of a group or organization? (http://www.givingandvolunteering.ca/files/giving/en/csgvp_highlights_2007.pdf)



Global citizens are a new breed of activist trying to change the world, one voluntary activity at a time. Complete the survey below and reveal your true identity about giving and volunteering. There is no right or wrong answer. Pick the answer that best fits you.

Pick the answer that best fits you by shading in the appropriate bullet.

1. Before I support a cause or organization with my time or money I ...
 - Ask my friends what they know about it.
 - Check out the organization's website.
 - "Google" it.
 - Don't bother researching it. They all do good, right?
2. If I want to donate money to a cause or organization, I'll most likely ...
 - Get out my mobile and text to give.
 - Go online and check out the organization's website.
 - Whip out the ol' check book and then find an envelope and a stamp.
 - Solicit my friends and family for donations.
3. When looking for a job, I seek out organizations that ...
 - Match 100% of my charitable donations.
 - Match 100% of my Registered Retirement Savings Plan (RRSP) contributions.
 - Give employees time off to conduct volunteer work.
 - Have a strong connection to their community.

4. I consider volunteering ...
 - As essential to my daily routine as eating and checking email.
 - Something good to do when I can spare a couple of hours.
 - Too time consuming. I need time for "me."
 - Useless. How can one person make an impact?
5. When I want to take action and make a difference, I'm most likely to ...
 - Send an email or call my Member of Parliament (MP).
 - Develop my own online petition
 - Donate money.
 - Grab some friends to join me and volunteer.
6. If I want to share information about a cause that is important to me, I ...
 - Post it on my social network because it is a fast and easy way to reach a lot of people.
 - Go door to door and hand out pamphlets.
 - Blog it for the world to see.
 - Post it to Twitter in 140 characters or less.
7. When I'm buying a product, I ...
 - Research the company's commitment to social issues or the environment.
 - Just walk in. I'm there to buy a product, not do good.
 - Buy from companies that donate a portion of their proceeds to charity.
 - Will switch brands (price and quality being equal) if the second brand is associated with a good cause.
8. To change the world, we need ...
 - More money, time and people power.
 - More teamwork from government, business and ordinary people.
 - A laptop, a cell phone, an idea and me.
 - More action at the local level.



There is no right or wrong answer to this quiz. Its purpose is to encourage you to think critically and personally about each item and respond. For a more interesting online version of this survey, check out <http://www.socialcitizens.org/quiz> and compete with your peers to see who is more of a global citizen.

SECTION 3 TAKE IT GLOBAL



Did you know?

You and your friends contribute more to charity than the federal government of Canada? (<http://www.intercordiacanada.org/index.php/news/Canadian-youth-spend-more-of-their-money-on-foreign-aid-than-the-government/>)

In a 2008 poll conducted by Ipsos Reid for World Vision, Canadians age 14 to 18 reported donating, on average, about five percent of their money to international charitable organizations. By contrast Canada's federal government appends approximately two percent of its budget on foreign aid.

What can you do to become a better global citizen? Some suggestions include:

- Educate yourself about different regions of the world.
- Make ethical choices in your personal life and protect the environment.
- Participate in your own community and contribute to its well-being.
- Don't be apathetic; take an interest in what's going on.
- Constantly improve your communication skills and express yourself.
- Treat people as you want to be treated.
- Learn about different cultures and share your culture.
- Interact with people from diverse cultures and challenge injustice if necessary.
- Pick a cause and advocate for it.
- Reflect on your actions.
- Gain awareness of global affairs, and local and global issues.
- Believe that people can make a positive change in the world and become engaged.



Check out http://www.students.ubc.ca/current/download/global_engagement.ppt for more information on global citizenship.

There are numerous examples of young people who have become engaged and one of the more interesting examples is that of Michael Furdyk.



Did you know?

Michale Furdyk was born in Toronto, Canada in 1982. When he was in ninth grade, he and a couple of his friends launched an online magazine about computers called MyDesktop.com. In May 1999, when Michael was in the eleventh grade, they sold it for over \$1 million. In October 1999, Michael and his friend Jennifer Corriero started TakingItGlobal, which is an online space where young people could work together with others around the world to do something good. As of 2009, the site has members all over the world, only 30% of its members are from North America, and the conversation takes place in 248 languages. (Don Tapscott, *Grown up Digital*, p. 280)

You could be the next Michael Furdyk. There are several simple things you can do to become engaged in a digital world, such as:

1. Join a social networking site or even create your own. It's an easy way to connect with old friends or meet new ones who share your interests. Promote your cause online.
2. Share websites you like and find out what sites your friends are reading by using free social bookmarking.
3. Share photos of issues that are important to you.
4. Find videos relevant to a cause you care about or create your own and post them online.
5. Champion a cause by creating and personalizing a charity badge or widget. Email the link of your charity badge to family, friends and other contacts or post it online.
6. Use micro-blogging, sites such as Twitter to get your information out there and attract others to your cause.
7. Start a blog and invite your email contacts and people from your social network to your blog. Encouraging readers to leave comments is a great way to start online conversation.
8. Volunteer online. Various online programs, such as *In2Books* allow you to choose when and where to give your time.
9. Create online petitions through organizations such as, *The Point* and *Care2* to help promote the causes most important to you.
10. Donate to various causes through your cell phone. Text-to-give campaigns let donors make a secure donation to the cause they care about.



Did you know?

You can buy a chicken, a donkey, a sheep or a goat and improve someone's self-sufficiency, self-esteem and educational opportunities? Or that you and a few of your friends can help boys and girls play soccer?

Goats provide families with protein and income to help them survive. For \$100 you can buy one dairy goat which will give up to 250 L of milk a year. Buy two and they can be bred to produce 2–3 kids a year and eventually multiply into a whole herd. Give a leg-up to someone in need in a developing country.

For \$60 you and a few friends can buy six soccer balls and help children, who rarely see a new ball, enjoy a sport that maybe you love.



Figure A-3 Oxfam Goat

Note. From "Oxfam Canada", 2009, *Welcome to Oxfam Unwrapped*. Retrieved November 25, 2009, from http://www.boatnerd.com/pictures/special/ccgriffon/griffon2003_1230BS.jpg



For more information on these programs, check <http://www.oxfamunwrapped.ca/category.php?category=2> or check out the World Vision Catalogue at www.worldvision.ca



Have you heard about voluntourism? As the word implies, voluntourism combines vacation travel with volunteering at the destination visited. Search the Internet and you'll find dozens of organizations both nonprofits and commercial deeply involved in organizing volunteering vacations. The best site to learn about voluntourism is VolunTourism International (www.voluntourism.org). Check it out.



Congratulations, you have completed your self-study package on EO C501.01 (Reflect Upon Individual Global Citizenship). Hand the completed package to the Training Officer / Proficiency Level Officer who will record your completion in your Proficiency Level Five logbook.