

SUBMISSION TO THE
NUNAVUT WILDLIFE MANAGEMENT BOARD
FOR

Information: X

Decision:

Issue: Update on public outreach project “Guardians of Tariuq” partially funded by NWMB

Background:

In fall 2017, the NWMB provided \$5,000 to support the development of a public outreach project proposed by a partnership consisting of the Nunavut fishing industry, environmental organizations, and Fisheries and Oceans Canada (DFO) to celebrate newly formed protected areas in Baffin Bay and Davis Strait. The result was a music video starring Nunavut school children and performance artists entitled “Guardians of Tariuq” https://youtu.be/4HLU5C_08ow. We wish to update the NWMB on project details and successes.

The project took 11 months to complete (idea generated August 2017; music video launched June 2018) and cost \$ 50,000. Organizations that contributed funds, labour, photos, video, website hosting, and/or talents are listed in Appendix 1.

To date the video has been viewed 2959⁺ times in 43 different countries and presented at 7 conferences in Canada, Egypt, and Norway. Lesson plan, supporting materials, and link to the music video are posted on Nunavut Department of Environment website in Inuktitut, English, French, and Inuinnaqtun <https://gov.nu.ca/environment/information/environmental-education-resources> for educators throughout the world to use. Promotional events are detailed in Appendix 2.

Consultation:

“Guardians of Tariuq” was a collaborative effort among many partners. Discussions occurred via face-to-face meetings, phone calls, and teleconferences. Feedback from partners and the public has all been positive.

Recommendation:

That the NWMB provide feedback on this public outreach project and suggest other promotion opportunities for “Guardians of Tariuq”.

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Appendix 1. **Organizations that contributed to “Guardians of Tariuq” production.**

- Oceans North
- Nunavut Fisheries Association
- Northern Coalition Corporation
- Fisheries and Oceans Canada
- The Trade Offs
- Qanukiaq Studios
- Nanook School
- Atiigo Media
- Ecology Action Centre
- Government of Nunavut
- Nunavut Wildlife Management Board
- ArcticNet
- Amundsen Science

Appendix 2. Promotional events.

- February 1, 2018 – Nunavut Fisheries Association and Northern Coalition Corp. presented music video trailer at Northern Lights Showcase, Ottawa, ON
<https://www.northernlights.events/session/conference-session-viii/>
- June 4, 2018 - Launch with news release in Iqaluit, NU
- June 8 (Oceans Day), 2018 – Fisheries and Oceans Canada (DFO) visited 4 schools in Iqaluit/Apex, NU and gave Fish Habitat and Arctic Food Web lesson which included showing the music video
- June 8, 2018 - Nunatsiaq News article
https://nunatsiaq.com/stories/article/65674nunavut_kids_play_lead_roles_in_music_video_about_ocean_conservation/
- June 11, 2018 - Nunavut News article <https://nunavutnews.com/nunavut-news/students-sing-their-guardianship-of-the-sea/>
- July 15, 2018 – Northern Coalition Corp. presented “Eastern Arctic Conservation Areas: A Music Video” at Canadian Network for Ocean Education National Symposium, St. John’s, NL
<http://oceanliteracy.ca/2018-ocean-literacy-conference/>
- November 23, 2018 – Oceans North showed Guardians of Tariauq at the Convention Biological Diversity Conference, Sustainable Ocean Day: Ocean Voices, as Voices of Ocean People, Sharm el Sheikh, Egypt <https://enb.iisd.org/biodiv/cop14/sustainable-ocean-day/>
- September 27 2018 – Department of Environment, Government of Nunavut posted Guardians of Tariauq lesson plan, supporting materials, and link to the music video on Education and Outreach website in English, Inuktitut, French, and Inuinnaqtun (partial).
<https://gov.nu.ca/environment/information/environmental-education-resources>
- December 12, 2018 - DFO presented “An innovative approach to public outreach in support of the conservation and promotion of ecologically important areas in Baffin Bay and Davis Strait, Canada” at 2018 ArcticNet Annual Science Meeting, Ottawa, ON
<http://www.arcticnetmeetings.ca/index.php?url=14013>
- May 27, 2019 – Oceans North presented “Making Change - Perspectives from Policy Advocacy and Implementation” at the annual Canadian Evaluation Society conference, Halifax, NS
<http://www.c2019evaluationcanada.ca/ehome/index.php?eventid=367967&tabid=785525&>
- May 29, 2019 – DFO presented “An inclusive approach to public outreach: a case study from Canada’s Arctic” at Prairie Innovation Fair, Winnipeg, MB <http://rfc-cfr.gc.ca/Liensregionaux-RegionalConnections/ConseilfederaldesPrairies-PrairieFederalCouncil>
- June 26, 2019 – DFO presented “‘Guardians of Tariauq’ a music video celebrating Canada’s eastern arctic marine conservation areas starring school children” at Arctic Council’s Protection of the Arctic Marine Environment Working Group Second International Science and Policy Conference on Implementation of the Ecosystem Approach to Management in the Arctic, Bergen, Norway
<https://www.pame.is/index.php/projects/ecosystem-approach/second-ea-international-conference-2019>