

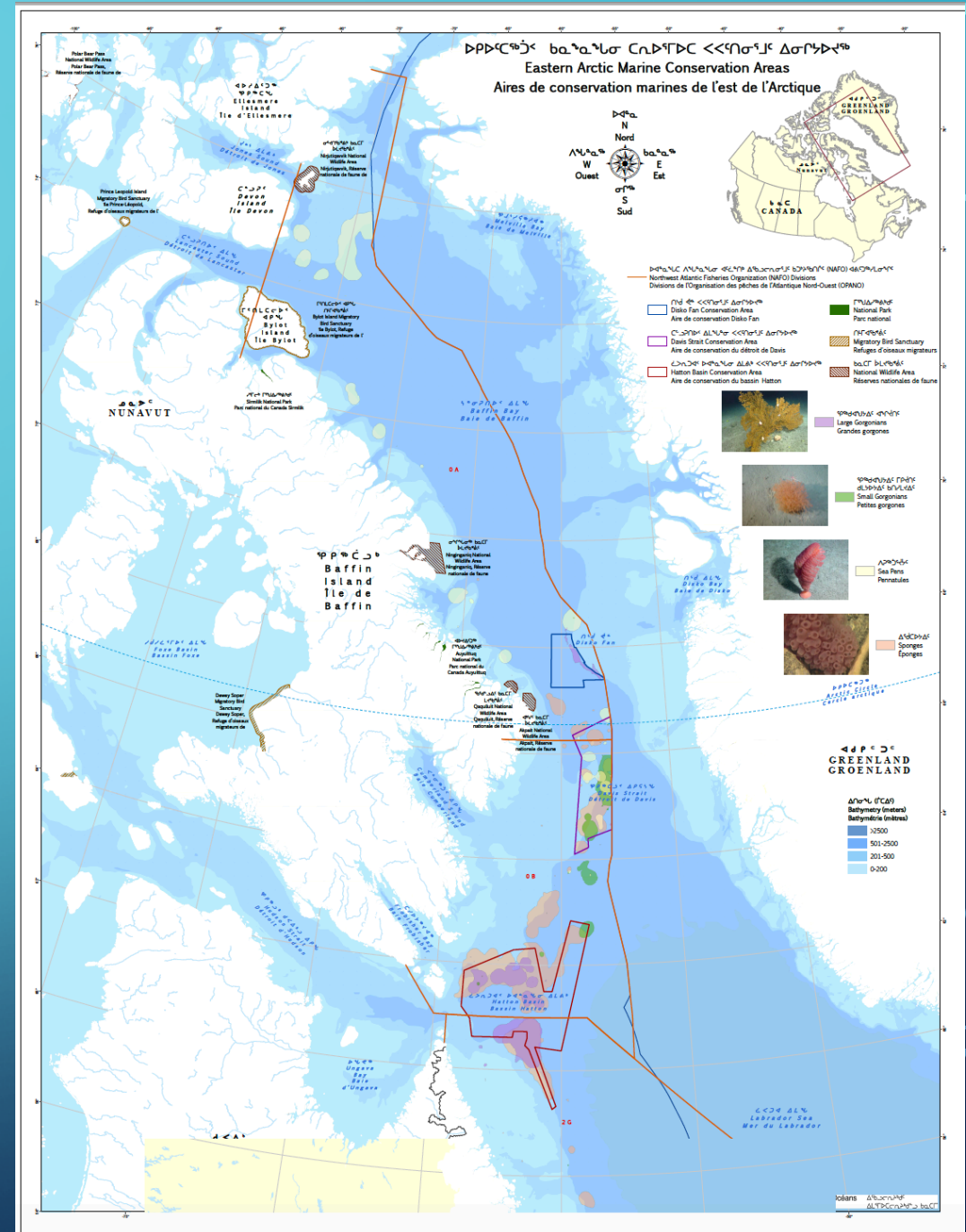


“GUARDIANS OF TARIUQ”
A MUSIC VIDEO CELEBRATING CANADA’S EASTERN
ARCTIC MARINE CONSERVATION AREAS STARRING
NUNAVUT SCHOOL CHILDREN

Nunavut Wildlife Management Board regular meeting
September 11, 2019, Iqaluit, NU

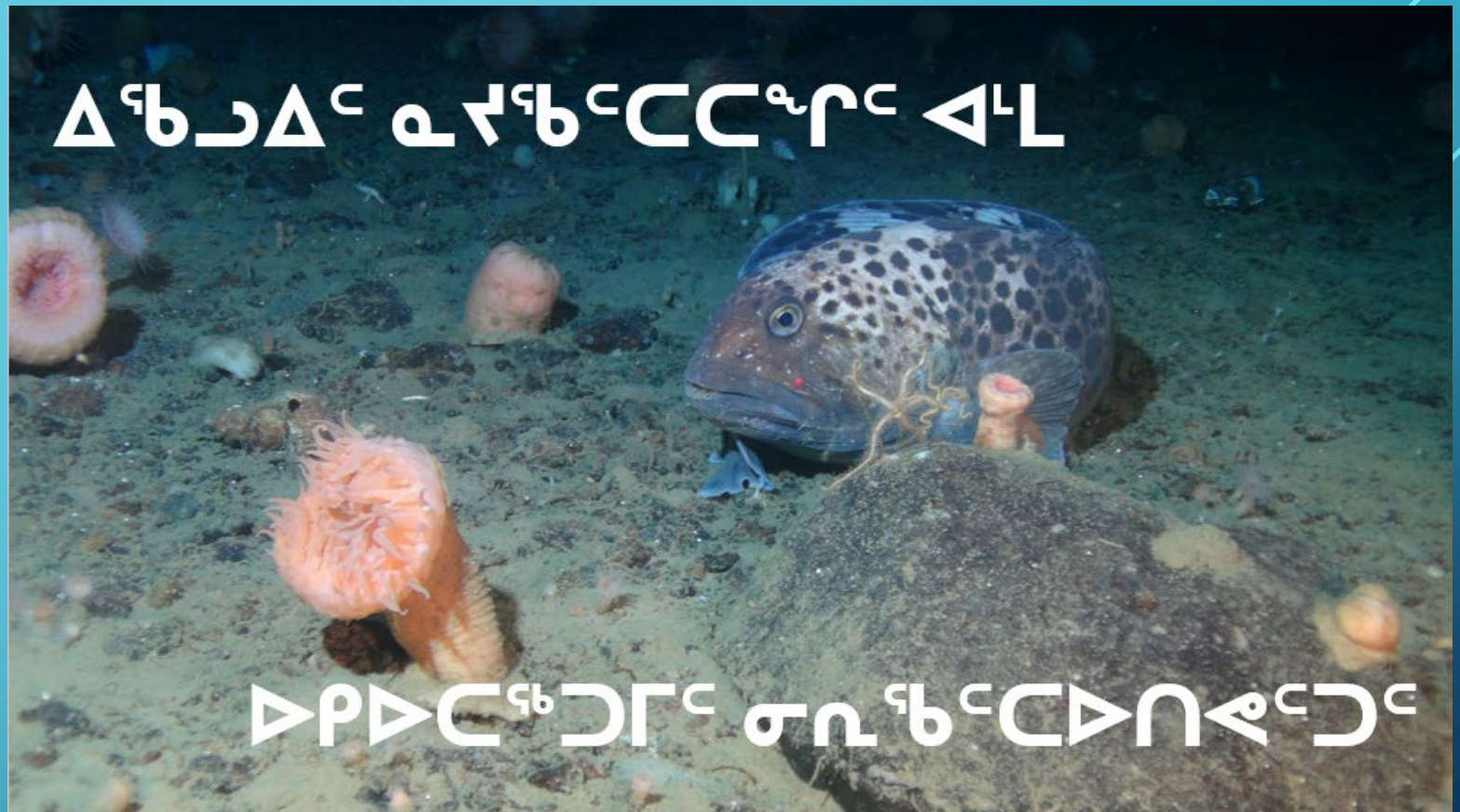
THE CHALLENGE

- Corals, sponges, and sea pens inhabit Baffin Bay and Davis Strait. Some of these species are very old, fragile, and aggregate.
- To protect these sensitive habitats three areas were closed to commercial fishing using bottom contact gear <https://www.dfo-mpo.gc.ca/oceans/oeabcm-amcepz/refuges/index-eng.html>.
- These areas are far from coastal communities.
- Desire by northern stakeholders to highlight and celebrate these protected areas with the people of Nunavut (NU) and Labrador.



THE APPROACH

- Convey a conservation message through art.
- Use storytelling and conversation.
- Bilingual Inuktitut/English.
- Involve local children and have them deliver the message.
- Work with local talent to produce a music video and circulate on social media.
- Collaborate across government, industry, environmental, and community organizations.



THE RESULT

- Video launched on June 4, 2018 in Iqaluit during Nunavut Environment Week.
- Independent YouTube site created to host videos.
- On Oceans Day, June 8, science experts visited 4 schools in Iqaluit/Apex and gave lesson which included showing video.



GUARDIANS OF TARIUQ

https://youtu.be/4HLU5C_08ow

THE OUTCOMES

- Media:
 - Nunavut News
 - Nunatsiaq News
- Views: 2959⁺ in 43 different countries.
- Conference presentations (7) in Canada, Egypt, and Norway.
- Lesson plan, supporting materials, and link to music video posted on NU Dept. of Environment website in Inuktitut, English, French, and Inuinnaqtun
<https://gov.nu.ca/environment/information/environmental-education-resources>
- Ideas for further promotion welcome.



Students sing their guardianship of the sea

by Michele LeTourneau - June 11, 2018

A collaboration between the fishing industry, Inuit organizations, and conservationists to protect key areas of the Arctic marine ecosystem has led to a special creative endeavour with Nanook School students in Apex.



photo courtesy of Atiiqo Media

