

Digital Indigenous Democracy

www.isuma.tv/DID

Pilot Project, Nunavut, Canada, 2012-14

Using 21st century digital technology
to inform and consult Inuit communities
and improve decision-making
about natural resource development.

Project leaders



Zacharias Kunuk and Norman Cohn
Isuma Distribution International / IsumaTV
Nunavut Independent Television Network NITV



Dr. Frances Abele
Carleton University Centre for Community Innovation
School of Public Policy and Administration



Dr. Ian J. Mauro
Environmental Media Lab
Mt.Allison University



Lloyd Lipsett
Human Rights Lawyer
LKL International Consulting Inc.

A \$1.3 million project
Funded by
Canada Media Fund
Government of Nunavut
Municipality of Igloolik

What is the urgency?



Global warming and demand for natural resources have opened the Arctic to increased exploitation of its vast mineral resources with numerous projects in operation or development in 2014.

What is the opportunity?



Canadian and international law now require governments and corporations to inform and consult Inuit and Aboriginal communities impacted by mining and resource development.



To meet 21st century legal standards in our digital age
Inuit and Aboriginal Canadians must be informed and consulted
in their own languages, with widespread meaningful participation.

What are the obstacles?



I. *Written* documents cannot inform nor consult people in *oral* indigenous languages like Inuktitut, with an alphabet, invented around 1900 by missionaries. Most Inuit do not read or write.



2. High travel costs and remote locations limit community visits, and reduce participation that would enable Inuit to be better informed and consulted in their own language.



3. Northern Inuit and Aboriginal communities have the slowest and most expensive internet access in Canada.

How is DID a 21st century solution?



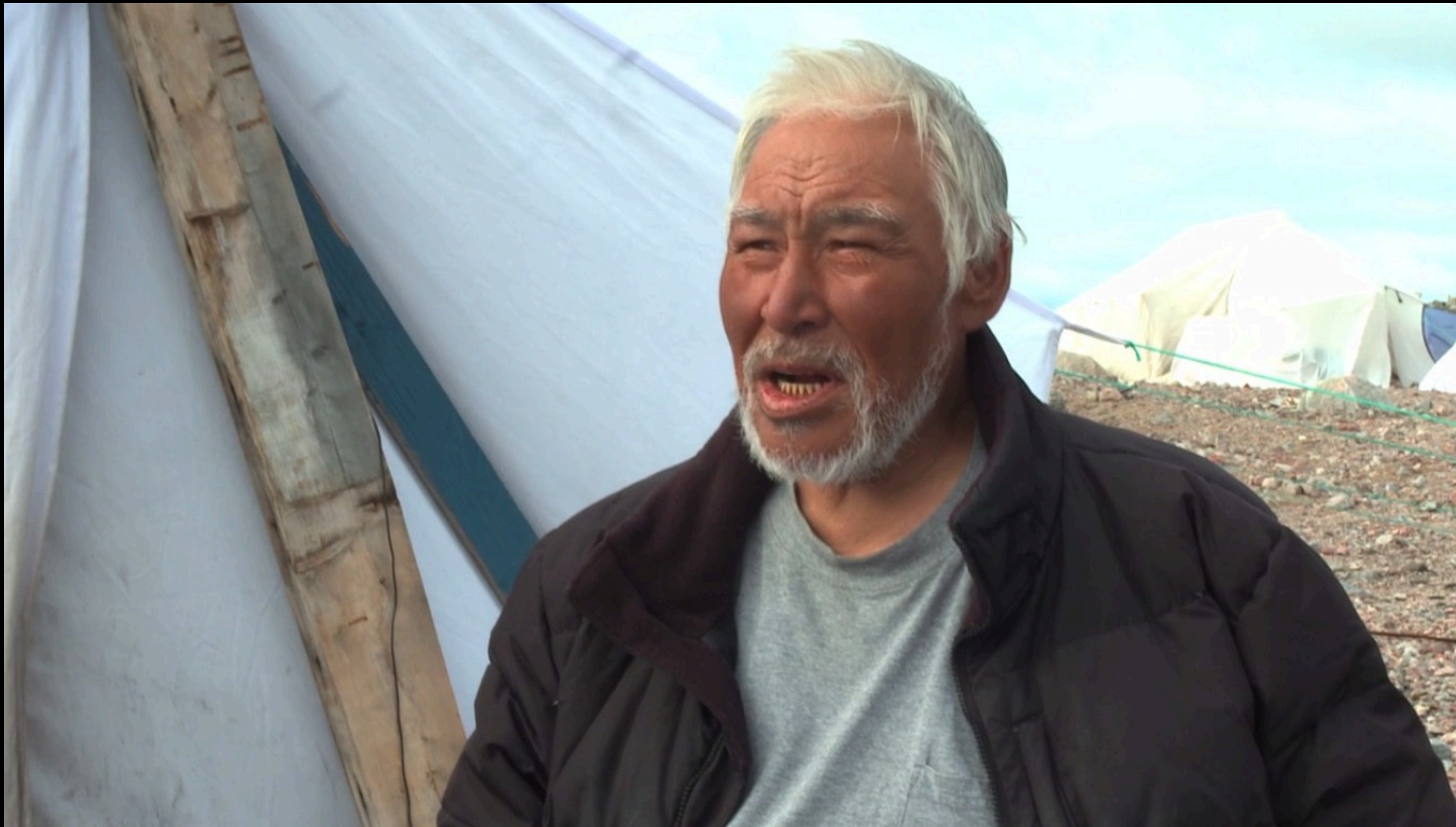
Digital Indigenous Democracy (DID) and IsumaTV combine old and new media technology, with international human rights standards, to create the world's first multimedia Human Rights Impact Assessment (HRIA) on mining development.



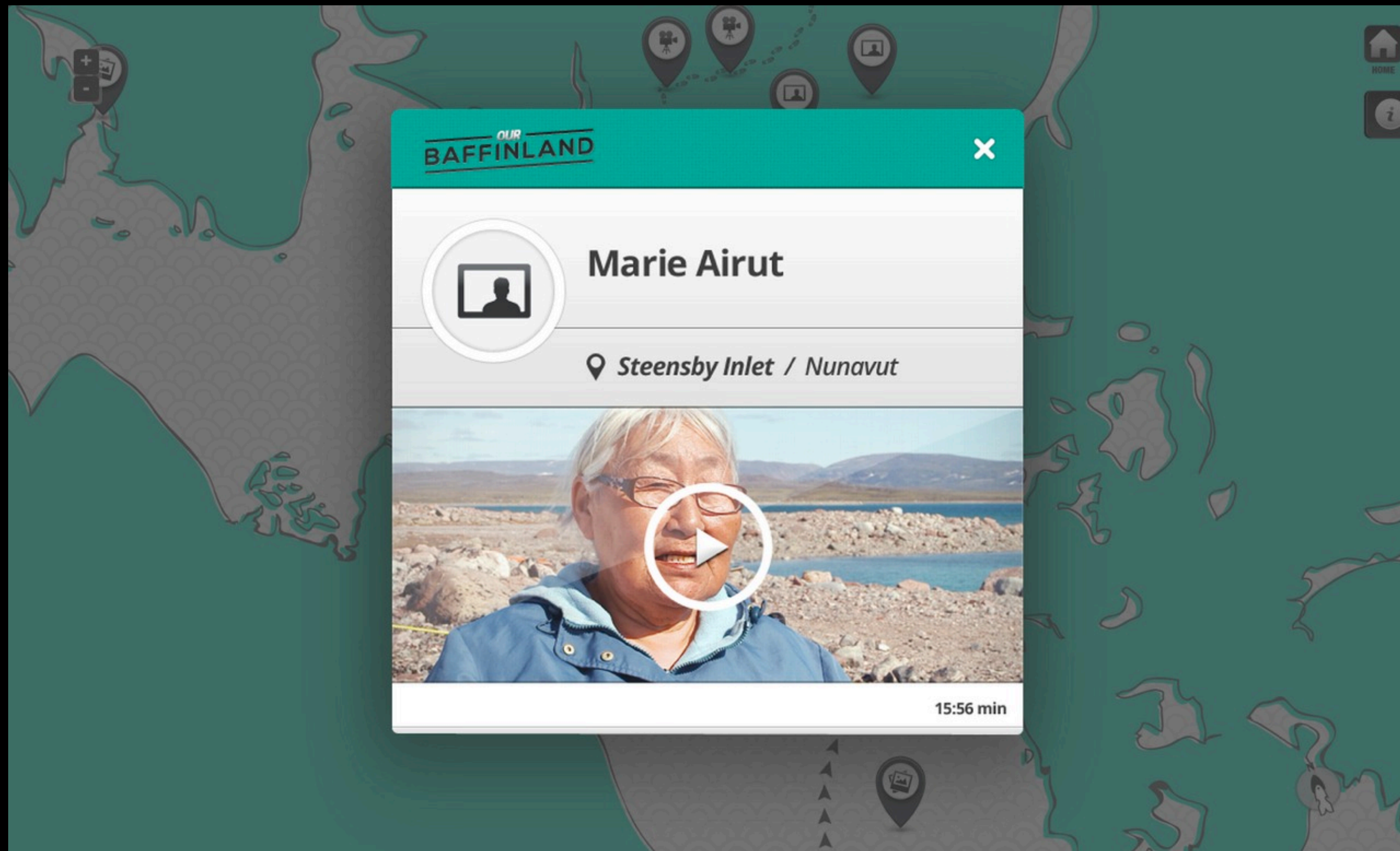
IsumaTV's *Integrated Media System* (IMS) allows faster upload and download of audio-video information to be shared among isolated low-bandwidth communities with local concerns.



Community radio stations broadcast online, streaming local information to listeners anywhere, who participate in call-in radio discussions that inform and consult Inuit about development.



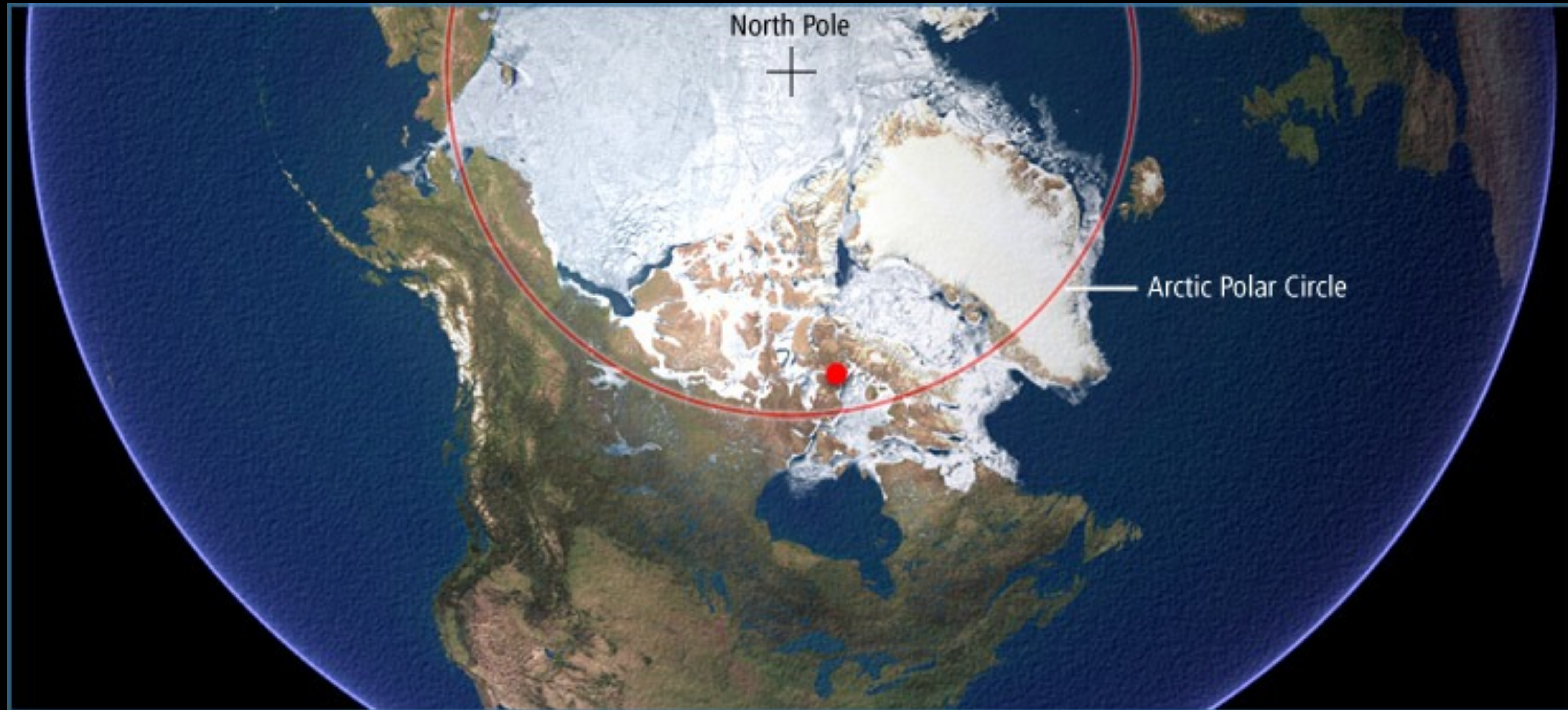
Local videos and call-in radio discussions uploaded to DID's network provide Inuktitut-language content for a multimedia Human Rights Impact Assessment in collaboration with DID's human rights team.



Multimedia HRIA combines new approaches of informing and consulting indigenous people with human rights assessment to ensure resource developments meet international standards and best practices for the benefit of all parties.

How did it work in Nunavut?

How it started...



Igloolik is an island located in the Nunavut territory of the Canadian Arctic, with a population of approximately 2000 Inuit in 2014. Average temperature is -30°C in winter and 11°C in summer. There is one month of complete darkness and one month of complete sunlight every year.



Igloolik has archeological evidence of 4000 years of continuous habitation.



No roads connect the village, people from Igloolik must travel by plane to visit other Nunavut communities. Only one cargo ship a year supplies the village. This results in high prices for goods and services; as much as twice the cost of goods in southern Canada.



Igloolik is the hometown of Zacharias Kunuk, co-founder of Isuma and one of the leaders of the Digital Indigenous Democracy project.

Storytelling through multimedia...



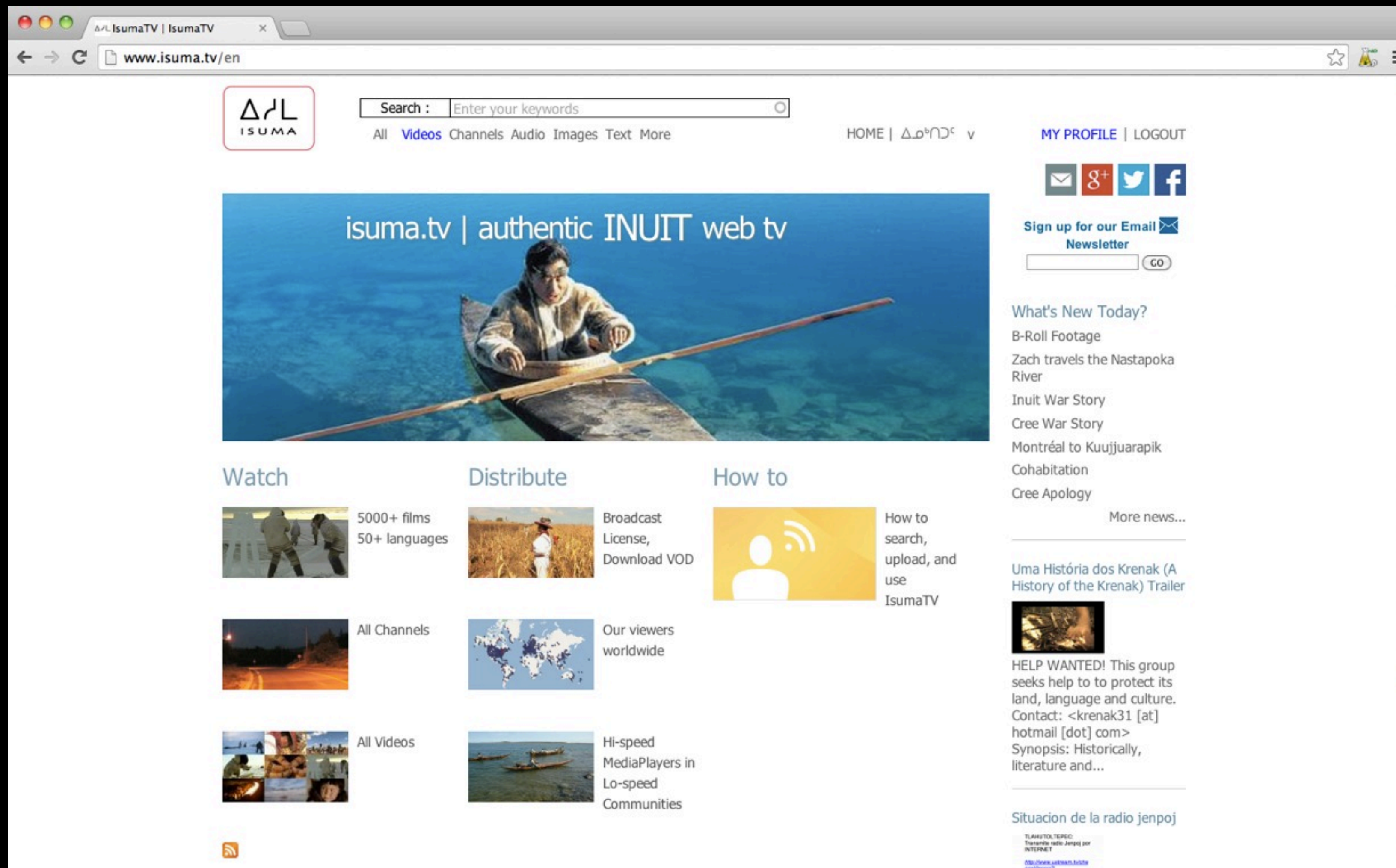
In 1990, Igloolik Isuma Productions was co-founded by Zacharias Kunuk, Paul Apak, Pauloosie Qulitalik and Norman Cohn. It was the first Inuit owned independent film production company.



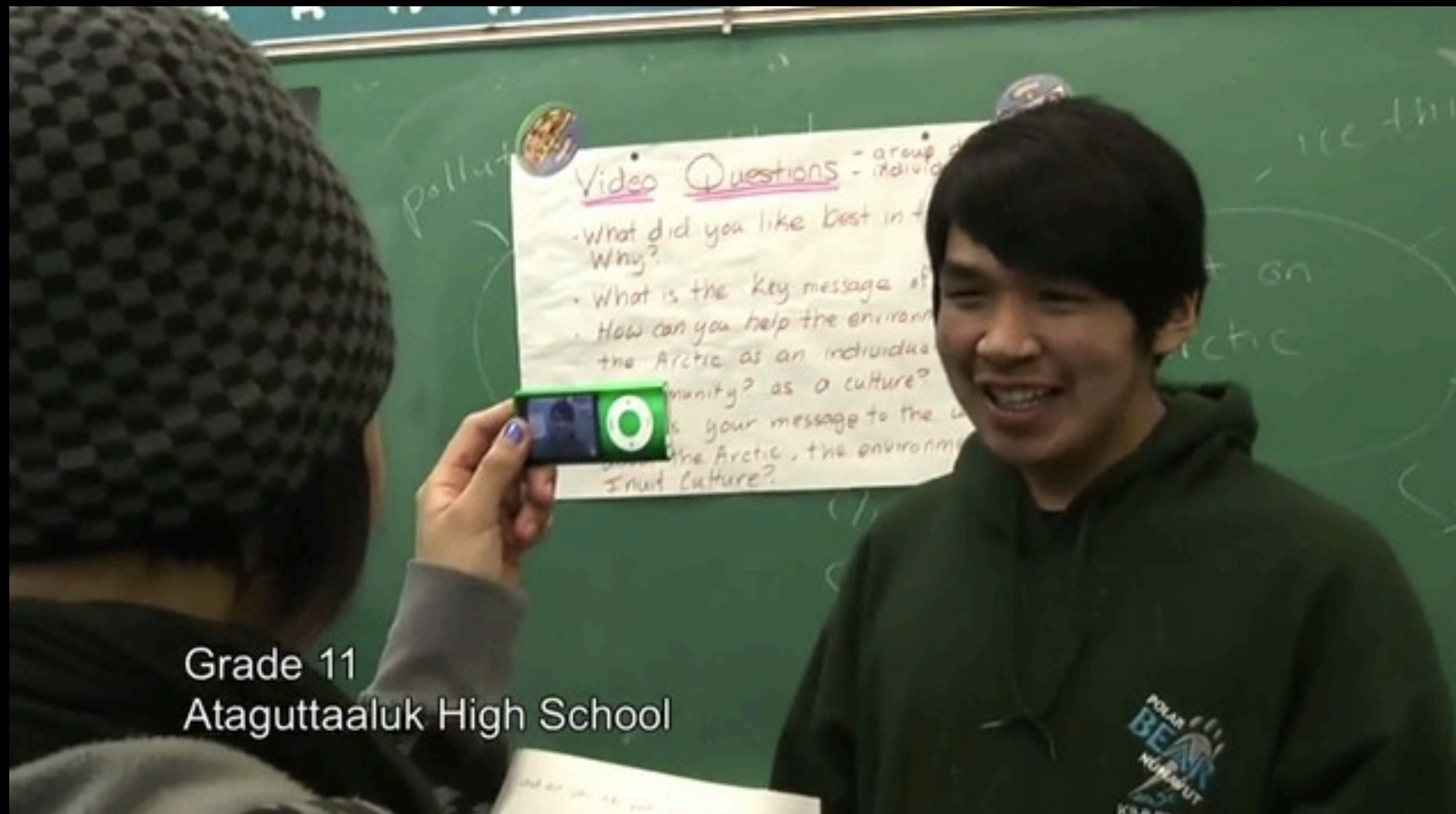
For the past 24 years Isuma has produced Inuktitut language videos: documenting Inuit culture and recreating history from an Inuit point of view.



Isuma's *Atanarjuat The Fast Runner*, the first Inuktitut feature length film, won the *Caméra d'Or* at the 2001 Cannes Film Festival. *The Journals of Knud Rasmussen*, Isuma's second feature film, opened the 2006 Toronto International Film Festival.



In December 2007, IsumaTV was launched: the first media website devoted to films and videos by and for Inuit and indigenous people internationally. By 2014, IsumaTV carries 5000 films and videos from all over the world in more than 56 languages.



In 2009, IsumaTV develops the Medioplayer, a local server *caching technology* to bypass the challenge of distributing media files to communities whose insufficient internet bandwidth has made it difficult or impossible to stream popular websites like YouTube.



Louise Uyarak & Gloria Iqqaqsaq
1st and 2nd grade teachers
Ataguttaaluk Elementary School

The Mediaplayer permits: uploading media files fast, viewing them at high-speed and downloading several times, without paying more bandwidth. Media files are synchronized and stored locally to all IsumaTV Mediaplayers connected to the internet.



Videos load too SLOW? [SWITCH TO LOW-SPEED](#)

About this video

In Igloolik, NITV/IsumaTV is broadcasting 24/7 inuktitut program on the COOP cable channel 51.
Comments by Igloolimiut.

"It's fantastic to seem different programs. I can even see myself sometimes and share what I do. I want to see more from Igloolik."

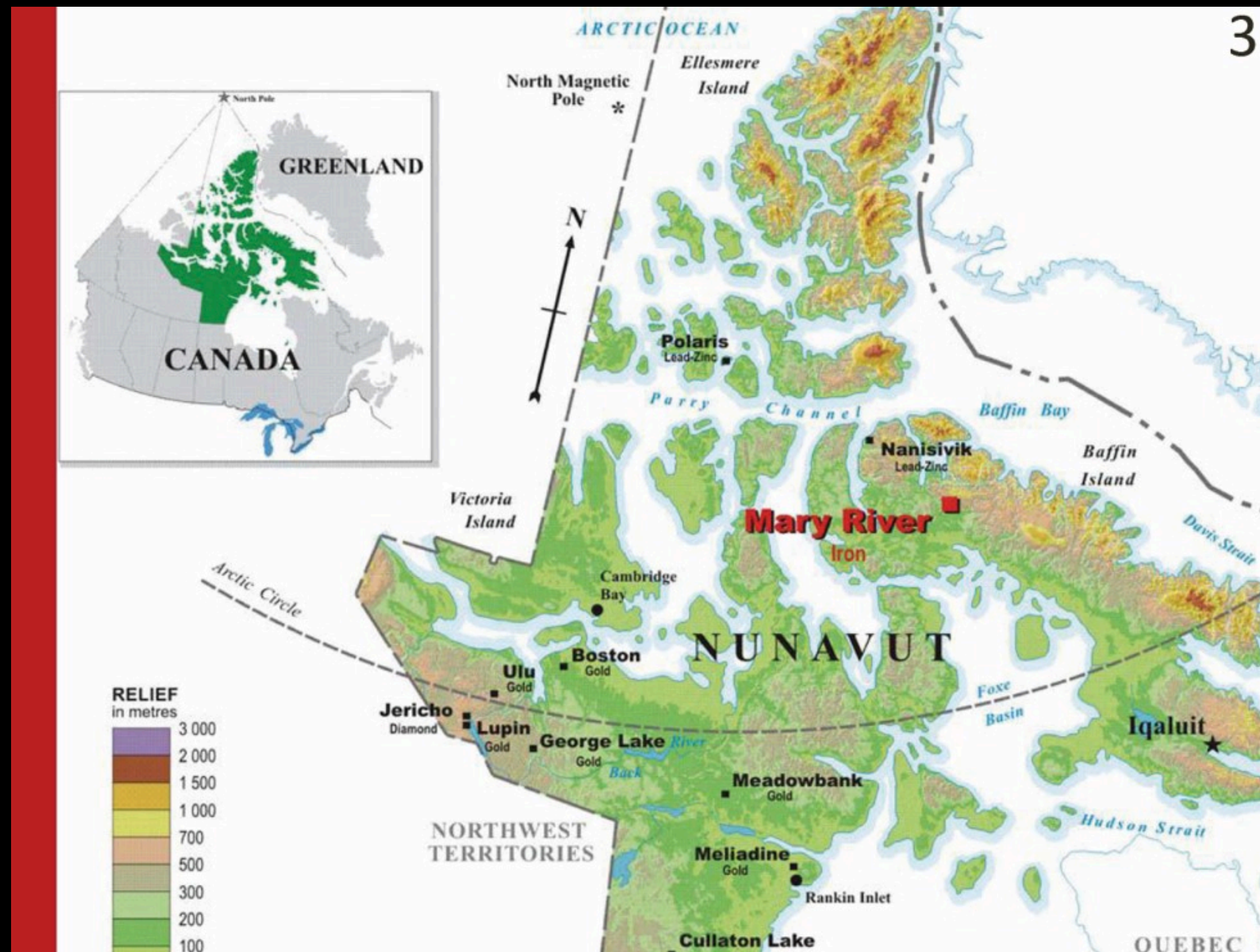


In 2011, IsumaTV connects the Mediaplayers to Cable Television allowing communities to broadcast their own programming 24/7 to home TVs through local cable channels.



In April 2012, Zacharias Kunuk meets Lloyd Lipsett (International Human Rights Lawyer), and they partner to develop the first multimedia Human Rights Impact Assessment (HRIA) addressing concerns related to mining in the Arctic.

The multimedia Human Rights Impact Assessment of the Mary River Project



One of the world's biggest iron ore deposits is discovered in 1963 at Mary River. In 2006, the Baffinland company begins exploration. In 2008, a proposal to develop the Mary River Mine is submitted to the Nunavut Impact Review Board (NIRB).



Around that time, the Mary River mining project was proposed in this area and Inuit in Igloolik were talking about the impact such a project would have. Their main concern was that the mining development shipping route would directly affect Igloolik.

The context...



In 1999, Nunavut was officially separated from the Northwest territories of Canada. Inuit signed the Nunavut Land Claim Agreement with the government of Canada to get power of self-government. Nunavut means 'Our Land' in Inuktitut.



The Nunavut Land Claim Agreement provides important protections for Inuit rights in the context of mining. This includes the right to benefit from exploitation of natural resources on their lands and territories.



This means all companies interested in project development in Nunavut must follow formal processes to inform, consult and get the consent of Inuit.



The Nunavut Impact Review Board (NIRB) was created as part of this agreement. This board conducts reviews, public hearings and makes recommendations about measures to protect Inuit from adverse environmental and social impacts of mining projects.

Filling the gap in the process of consultation...



Up to this point, consultation and information was happening primarily through formal processes. IsumaTV realizes there is a need to strengthen the process directly with Inuit people, to ensure that they understand the impact that major development will have on their lives.



In 2012, IsumaTV launches the Digital Indigenous Democracy project to use modern new media to fill the gap in informing and consulting Nunavut communities about mining development.

How we did it?

Added by



Mark Airut

Affiliations

Nunavut Independent Television Network - NITV

Igloolikmiut Community Page

Igloolik Radio Online – Inform

Igloolik Television

Multimedia and Human Rights

Part 2. Human Rights (Lloyd Lipsett). more information on Baffinland

added May 10, 2012



May 10, 2012 8pm EST. Part Two of two shows. Human Rights lawyer Lloyd Lipsett continues his discussion of human rights and Human Rights Impact Assessment (HRIA) with Inuit in relation to the Baffinland Iron Mine project going through environmental review. With call-in questions and comments from Inuit about Baffinland. May 10, 2012, 8 pm EST, podcast 150 minutes, in English and Inuktitut. Part Two of two shows, see May 9 for Part One.

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Comments

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The objective of this multimedia Human Rights Impact Assessment HRIA was to reinforce the good practices of consulting with Inuit using new media and the IsumaTV platform.



The HRIA offers tools that allow stakeholders of a proposed business operation and investment to understand the potential positive and negative impacts in terms of Human Rights.



Zacharias Kunuk produces a series of Radio shows in Igloolik (re-broadcasted online) in which he shares the objective of the HRIA project and introduces Lloyd Lipsett to the community.

Added by



Mark Airut

Part 1. Human Rights (Lloyd Lipsett), information on Baffinland

added May 9, 2012



This show starts around 5:00 mins into the recording, move your clicker to 5:00 to start. Human Rights lawyer Lloyd Lipsett introduces the concept of human rights and Human Rights Impact Assessment (HRIA) to Inuit in relation to the Baffinland Iron Mine project going through environmental review. With call-in questions and comments from Inuit about Baffinland. Part One of two shows. May 9, 2012, 8 pm EST, podcast 150 minutes, in English and Inuktitut.

Affiliations

- Nunavut Independent Television Network - NITV
- Igloolikmiut Community Page
- Igloolik Radio Online – Inform
- Igloolik Television
- Multimedia and Human Rights



Lloyd Lipsett re-formulates and brings to the Inuit context, complex international law principles. He explains the information from the government and Baffinland company in a way Inuit understand.



Translation and simplification is a key part of the process. Lloyd Lipsett adapted both the legal concepts and the communication of these. Celina Irngaut translated to Inuktitut, received feedback from the Inuit audience in Inuktitut and translated back to English.



The NIRB, the Qikiqtani Inuit Association (QIA) and various experts are invited to participate in the inform and consult radio shows. The shows include a call-in segment for community members.



All these interviews are made available online and re-broadcasted locally through cable television.



Zacharias Kunuk also films a series of interviews with the people in Igloolik and other communities – elders, women, men, youth and hunters.

10 Key Findings



Inuktitut by Zacharius Kunkuk



English by Lloyd Lipsett

1. Mary River Mine – Summary

The Mary River Mine is a massive and unprecedented mining development for Nunavut (and the Arctic region in general)....



IN EN

Summary | Full Finding



Inuktitut by Zacharius Kunkuk



English by Lloyd Lipsett

2. Mining in Nunavut – Summary

The Mary River mine is not the first mine to developed in Nunavut, nor will it be the last....



IN EN

Summary | Full Finding



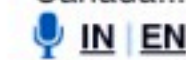
Inuktitut by Zacharius Kunkuk



English by Lloyd Lipsett

3. Human Rights in Canada – S...

The assessment of the human rights situation for the Mary River mine begins with a review of how government protects human rights in Canada....



IN EN

Summary | Full Finding



Inuktitut by Zacharius Kunkuk



English by Lloyd Lipsett

4. Human Rights and the Baffinl...

International standards require companies to respect human rights....



IN EN

Summary | Full Finding

Download Report



Download Full HRIA Interim Report (available in English only)

Timeline

1987

Igloolik Isuma Productions created as Canada's first Inuit-owned independent production company, producing Inuktitut-language films and video documenting Inuit culture and recreating past history from an Inuit point of view.

2001

Isuma's first Inuktitut-language feature-length film, *Atanarjuat The Fast Runner*, wins Camera d'or at the 2001 Cannes Film Festival and 2002 Genie Award for Canada's Best Picture. Isuma's second feature, *The Journals of Knud Rasmussen*, is the Opening Night selection of the 2006 Toronto International Film Festival.

2007

After 20 years and 35 films, Isuma Distribution International (with partners NITV, NCSNWT, imagiNative Film+Media Arts Festival and Vtape) launches IsumaTV, the first media website devoted to films and videos by and for Inuit, First Nations and indigenous peoples worldwide. By 2012 IsumaTV carries over 5000 films and videos in 46 languages.

2012

Lloyd Lipsett then adapts the main Inuit concerns raised through this consultation process into legal terminology to prepare a formal submission for the Nunavut Impact Review Board (NIRB).



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My Father's Land



ᐃᑦᑲᑦ ᐃᑦᑲᑦ Louie Uttak NIRB Community Roundtable, July 23, 2012, Igloolik, 5:58 Inuktitut

See also: [DID Digital Indigenous Democracy](#).

ᐃᑦᑲᑦ ᐃᑦᑲᑦ Louie Uttak NIRB Community Roundtable, July 23, 2012, Igloolik, 5:58 Inuktitut; Inuktitut and English Versions of other community comments and Formal Intervention July 23, 2012 by Zacharias Kunuk and Lloyd Lipsett. Read complete Kunuk-Lipsett [English Written Submission](#).

See [What's New?](#) below for all video and radio uploaded to My

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Inuktitut Voice

Baffinland Witness

DID News Alert

Streaming Live Radio Igloolik + Previous Call-in Shows
Check back in for upcoming radio shows!

What's New?



[Baffinland Insider Trading Case Opens at Ontario Securities Commission, January 14, 2013](#)

by Norman Cohn

OSC says Jowdat Waheed used confidential information to 'unfair advantage' in hostile Baffinland bid By Barbara Shecter, Financial Post January 14, 2013 Jowdat Waheed used confidential information he

The formal submission to the NIRB includes all the multimedia interviews and call-in shows produced to date. This part of the submission was called 'My Father's Land'.



σΛ^c Δο^bΠ³ Lloyd Lipsett, Pt. 3
Inuktitut, with Zacharias Kunuk, Formal
Intervention, NIRB Technical Hearing,
July 23, 2012 Igloolik Part 3/4, 6:
52 Inuktitut Version

July 2012, Zacharias Kunuk and Lloyd Lipsett participate and present a bilingual, bi-cultural, formal intervention at the NIRB public hearings to voice their key human rights concerns.

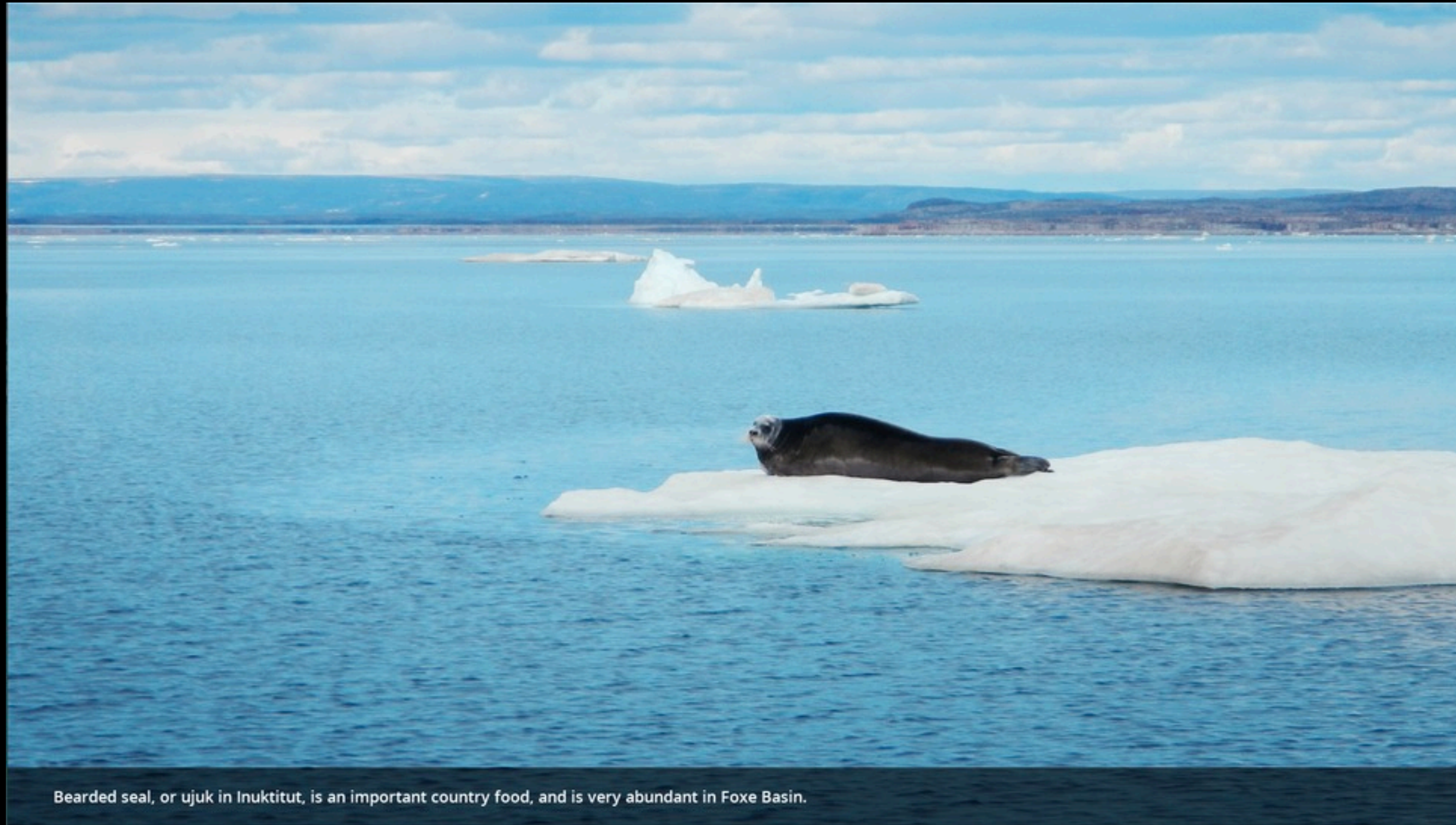
Some of the key concerns are:



Will there be adequate on-going efforts to inform and consult with Inuit about the impacts and benefits of the Mary River mine and any future changes?



How will the rights of Mary River workers be respected? Particularly regarding the non-discrimination and training of Inuit workers.

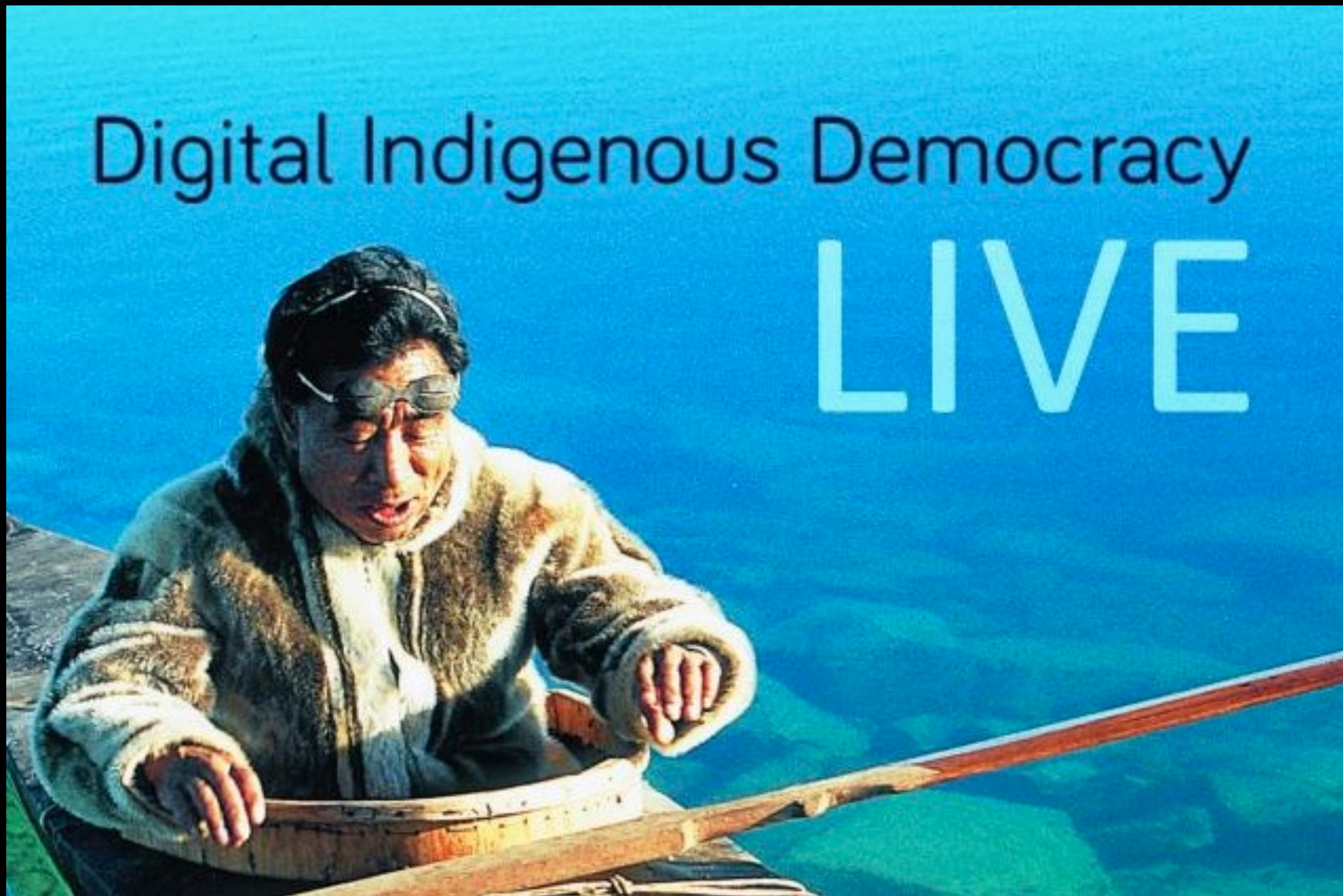


Bearded seal, or ujuk in Inuktitut, is an important country food, and is very abundant in Foxe Basin.

How will the Mary River mitigate negative impacts on the environment?
Particularly with respect to potential impacts on the right to food and
cultural rights of Inuit related to wildlife.



How will the economic benefits from the Mary River be used to address any negative impacts on communities and to support development?



IsumaTV continues to be involved in the process through radio updates about the development of the Mary River Mine.

What's innovative about this?



HRIA are new tools that can help companies fulfill their responsibility to respect human rights, according to the United Nation Guiding Principles on Business and Human Rights. The multimedia HRIA is the first use of this tool for a mining project in the Arctic.



This was the first HRIA done by an indigenous community using multimedia, and presenting the results in a formal submission and online. This was a breakthrough in transparency as usually HRIA and their results are almost always confidential.

Process Overview

- A Project Certificate should:

1. Provide the basis for inspection and surveillance
2. Provide a mechanism for overall compliance and effects monitoring
3. Support adaptive management
4. Adopt audit and process evaluation measures

IsumaTV documented the NIRB public hearings in Iqaluit, Igloolik and Pond Inlet. These and the multimedia HRIA is accessible to the world through IsumaTV/DID in Inuktitut and English. They were also broadcasted 'Live' through radio and over www.isuma.tv/did.



The multimedia HRIA uses IsumaTV's Integrated Media System to allow participation in the consultation process, for Inuit living in remote communities with expensive and slow-speed internet access.



IsumaTV links communities through the *Integrated Media System (IMS)* a media set designed to:
1) Produce multimedia content 2) Broadcast these through internet, radio and local television,
and 3) Stream, download, and upload media bypassing slow Internet bandwidth speed.

What have been the achievements to date?



Inuit use state-of-the-art technology in remote Arctic communities to voice their concerns.

Multimedia and Human Rights - Baffinland (In Progress)



[Overview](#) [Inform and Consult](#) [NIRB Formal Intervention](#) [Human Rights Assessment](#)

Overview

Today's legal obligation to "Inform and Consult" must be met in a language people understand using the best technology available. Audio and video interactive new media allow **oral spoken Inuktitut** to be the main language used to inform and consult Inuit by internet. The Baffinland Mary River multimedia HRIA delivers Inuktitut media by internet in a Human Rights legal framework to the Nunavut Impact Review Board (NIRB) Mary River Environmental Review. This demonstrates the value of new media in regulation of northern resource developments hoping to meet 21st century constitutional and international standards of Human Rights.

Inform and Consult April - July 2012



Inuktitut Voice

Inform by Radio
Consult by Video
Comment at Hearings

NIRB Formal Intervention June - July 2012



My Father's Land

Written Submission
NIRB Live Presentation
Decisions, Results

Human Rights Assessment Sept 2012 - June 2013



HRIA 10 Key Findings

Recommendations
Methodology
Visual Maps
Full Timeline

This project influenced the NIRB final recommendations to the Baffinland mining company. The final project certificate for the Mary River mine specifically calls for a multimedia website and for ongoing consultation with Inuit.



IsumaTV has successfully established a dialogue with all parties. The NIRB and QIA participated in the call-in radio shows. Lloyd Lipsett and Tom Paddon (Baffinland CEO) participated on a panel about Northern Resource Development at the Royal Ontario Museum.



This project has generated national and international recognition and interest in this new consultation model.



The IsumaTV/DID project helps bridge the digital divide, gives Inuit a say in Arctic developer's ambitions. Our multimedia platform provides a communication model for indigenous communities worldwide dealing with similar concerns.

Thank you