



COMMUNICATIONS SUPPORT PLAN INNU COMMUNITY ENGAGEMENT

GOAL

Enhance overall project communications and relations with Innu Nation, Sheshatshiu and Natuashish Band Councils and the broader Innu communities.

OBJECTIVES

- Inform Innu members on project progress, environmental monitoring, historic resources, business opportunities, and employment processes and opportunities.
- Create an understanding of the project employment process
- Communicate the collective desire to have a respectful workplace
- Encourage community engagement and input in the project through events, messaging, collateral material, media, and social media.
- Enable project contractors and unions to communicate directly with Innu communities.

BACKGROUND/PREVIOUS ACTIVITIES COMPLETED

- Historic resources workshop with Innu Elders, December 2009
- Sheshatshiu Community information sessions, June 2010 & May 2011
 - Numerous requests have been made to host additional information sessions in communities
- Innu Nation led project information dissemination in communities
 - Nalcor has an extensive record of engagement with Innu Nation

STRATEGIC CONSIDERATIONS

- Ongoing communication and relationship building with Innu communities is not exclusively a Nalcor driven initiative – it is a Lower Churchill Project initiative, which will include Nalcor and its contractor and union partners.
- Contractors are experiencing challenges with hiring and retaining Innu workers and have expressed their support and willingness to partner on Innu employment efforts. These initiatives will be led by contractors and unions with support from Nalcor.
- Direction and guidance from Roy Byrne, Innu Employment and Training Coordinator, and Marie Soleil Penashue, Innu Liaison Coordinator will be critical in developing effective tactics.
- Nalcor and its partners will work closely with Innu leadership to ensure activities can be appropriately planned and conducted in Innu communities.

- The following IBA commitments refer to potential community engagement:
 - 5.2.4 - Company shall make every reasonable effort to effectively respond to concerns or complaints raised by Innu or the First Nations, through Innu Nation, in relation to the adverse Environmental Effects of the Project.
 - 5.2.13 - Company shall, as appropriate and if requested by Innu Nation, participate in information sessions for the benefit of Innu and Innu Communities regarding the Project and its Environmental Effects.

KEY MESSAGES

- Many local, Aboriginal and Labrador-based businesses are already realizing benefits from the preliminary work carried out at site, as well as construction activities that have been underway since project sanction. Four of the seven contractors on site today are Innu businesses or partnerships, and more than \$200 million in contracts have been awarded to Innu-partnerships or businesses to date.
- Nalcor is committed to optimizing employment and procurement benefits for Newfoundlanders and Labradorians. In 2010 Nalcor, the Innu Nation and the Mushuau and Sheshatshiu Innu First Nations initialed the Lower Churchill Innu Impacts and Benefits Agreement (IBA), and this agreement was signed by all parties in November 2011.
- Nalcor is committed to creating a respectful workplace where employees are valued and treated with dignity and respect. Discrimination, harassment, and workplace violence or the threat of workplace violence will not be tolerated. In addition to processes outlined in the Impacts and Benefits Agreement (IBA), Nalcor is driven by a set of core values and this transcends across all business activities including the Muskrat Falls work site.
- Prior to starting work at the Muskrat Falls site, every worker completes mandatory training in cultural and gender sensitivity, diversity, equity, respectful workplace and inclusion. In addition, awareness of gender sensitivity, cultural sensitivity, inclusion and workplace is promoted as a part of daily activities.

*Additional messaging regarding hiring processes, working on site, respectful workplace and ongoing communication initiatives will be developed.

SPOKESPERSON/PEOPLE

- Gilbert Bennett
- Roy Byrne
- Cheryl McLean
- David Clark
- Bob Marshall
- Bob White
- Matthew Pike
- Marie Soleil Penashue

AUDIENCE

- Community of Sheshatshiu
- Community of Natuashish
- Sheshatshiu Innu First Nation
- Mushuau Innu First Nation
- Innu Nation
- Project workforce

STRATEGY/DELIVERABLES

- Regular and sustained communication with Innu communities over multiple channels:
 - Social media – utilize Innu Employment Facebook page and Twitter account for information dissemination to Innu members. Profile Roy on the Innu Employment Facebook Page.
 - Employment information sessions hosted by contractors, unions and Nalcor
 - Innu Elder project presentation and site visit
 - Monthly community employment assistance sessions with job seekers to develop/update resumes
 - Roy Byrne to maintain open door policy at the Lower Churchill Project Office for job seekers.
 - Radio announcements, as required
 - Information sheets on employment opportunities, hiring process, what to expect when working on site, respectful workplace, business opportunities, etc. will be developed in English and Innu Aimun
 - Community newsletter – highlighting project progress, milestone, profile Innu workers, etc.
 - Employment related posters in community buildings, i.e. schools, health clinics, stores, Band Council offices, Innu Nation, etc.
- Ongoing communication through:
 - Tshiashkueish (IBA Implementation) Committee – Cheryl McLean & Gale Warren
 - Innu Business Advisory Committee – Pat Hussey & Rosanne Williams
 - Environmental Management Committee – Peter Madden & Marion Organ
 - Innu Employee Advisory Committee – Mark McGrath & Innu Liaison Coordinator
 - Labrador Aboriginal Training Partnership – Bob White & Maria Moran

ACTIVITIES/RESPONSIBILITIES

ACTIVITY	TIMELINE	RESP.	ACTION
Post employment opportunities on Innu Employment Facebook Page	Ongoing	RB	Currently utilizing page
Innu Elder presentation and trip to	November, 2013	CM, MP	

North Side of project site			
Recruitment information session in Sheshatshiu and Natuashish	November 7 & 8, 2013	MP, BW, MSP, RB, RW	
Conduct monthly employment assistance sessions in Sheshatshiu and Natuashish	Ongoing	RB	
Open door policy at Lower Churchill Project Office	Ongoing	RB	
IBEW presentation to job seekers about their union and its labour relations philosophy	3 presentations held in Sheshatshiu week of May 1; presentation tentatively scheduled in Natuashish in June	IBEW	Complete
Resource Development Council and Nalcor joint presentation in Happy Valley-Goose Bay on the role of the RDTC and the project unions. Innu Nation promoting this event in their communities	May 22, 2013	RDTC, DC, HH	Complete
Innu Employee Orientation - presentation (1 -2 days) to be held on site for current employees.	Ongoing	BM, CM, RB, DC	
Nalcor presentation in Innu communities for prospective job seekers on what to expect when working on site	May-June	BM, CM, RB, DC	Complete
Business opportunities networking session at Expo Labrador	June 24	GB, PH, DC, RW, JM, MP	
Presentation to Innu Leadership	TBD	DC	
Cultural Awareness Session with project employees delivered by Kanini Penashue, Innu Cultural Awareness Councilor	Ongoing	CM	
Respectful Workplace Orientation for all site employees	August-October, 2013	CM	
Produce collateral material – info sheets, posters, etc.		JM, RW	

Roy Byrne – RB

Bob Marshall – BM

Janine McCarthy – JM

Marie Soleil Penashue - MSP

Cheryl Mclean – CM

David Clark – DC

Gilbert Bennett – GB

Matthew Pike – MP

Rosanne Williams – RW

Pat Hussey – PH