



“GUARDIANS OF TARIUQ”

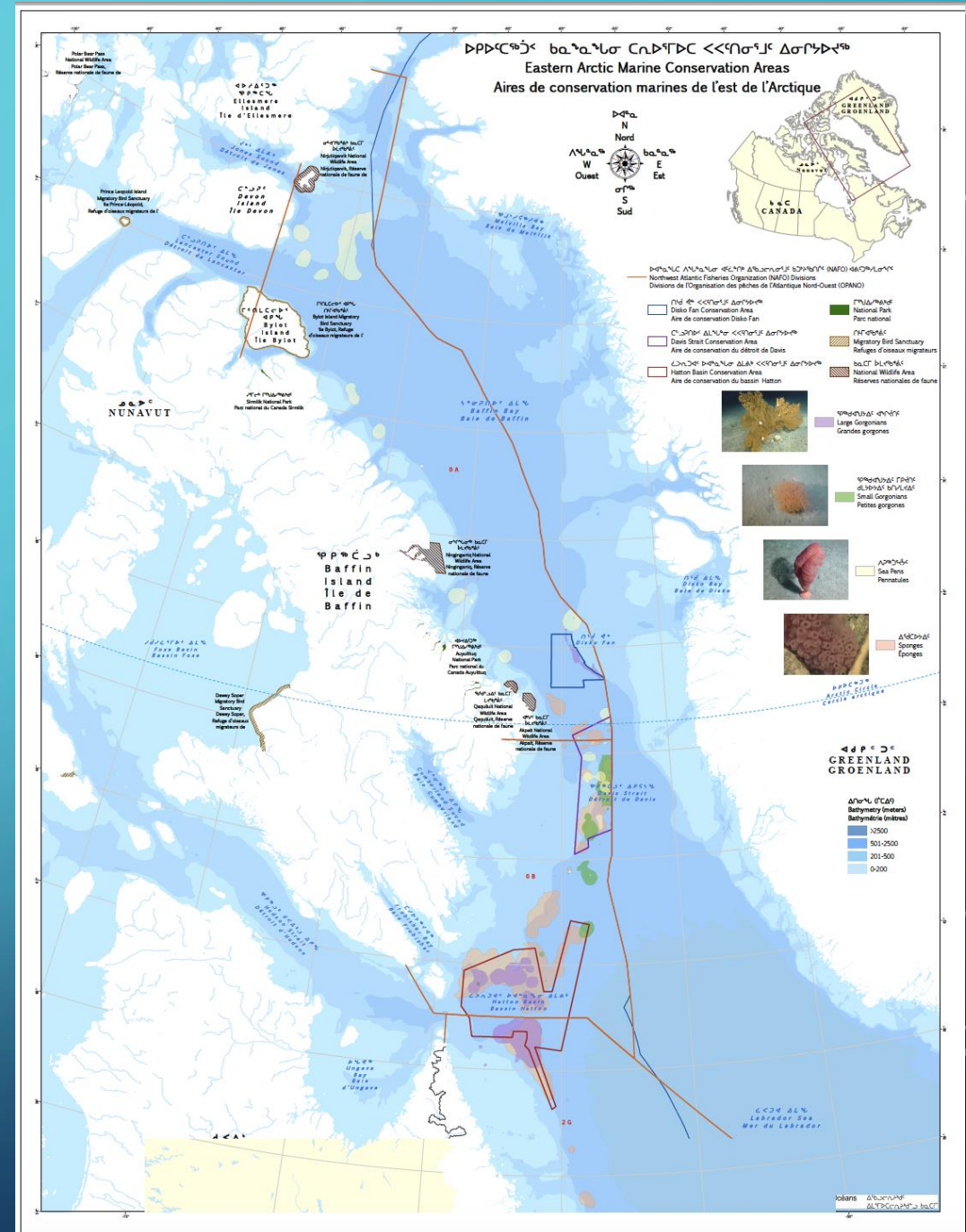
A MUSIC VIDEO CELEBRATING CANADA’S EASTERN ARCTIC MARINE CONSERVATION AREAS STARRING SCHOOL CHILDREN

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
June 25-27, 2019, Bergen, Norway

ELIZABETH HILTZ (Fisheries and Oceans Canada), **BRIAN BURKE** (Nunavut Fisheries Association), **SUSANNA D. FULLER** (Oceans North), **ALASTAIR O’REILLY** (Northern Coalition), **TREVOR TAYLOR** (Oceans North), **JOSHUA QAUMARIAQ** (The Trade Offs), **VINNIE KARETAK** (Qanukiaq Studios), **ZOYA MARTIN** (Fisheries and Oceans Canada)

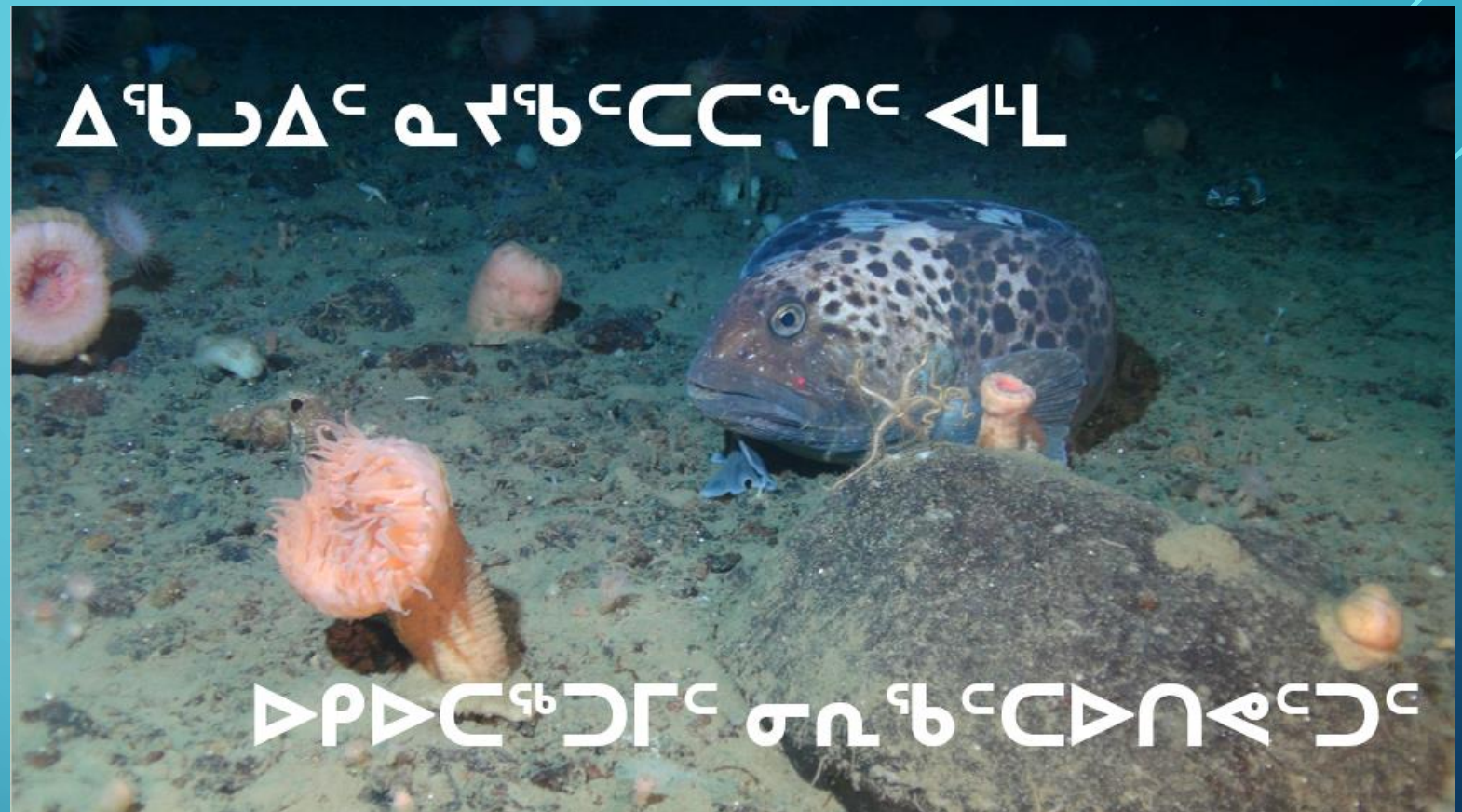
THE CHALLENGE

- 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.



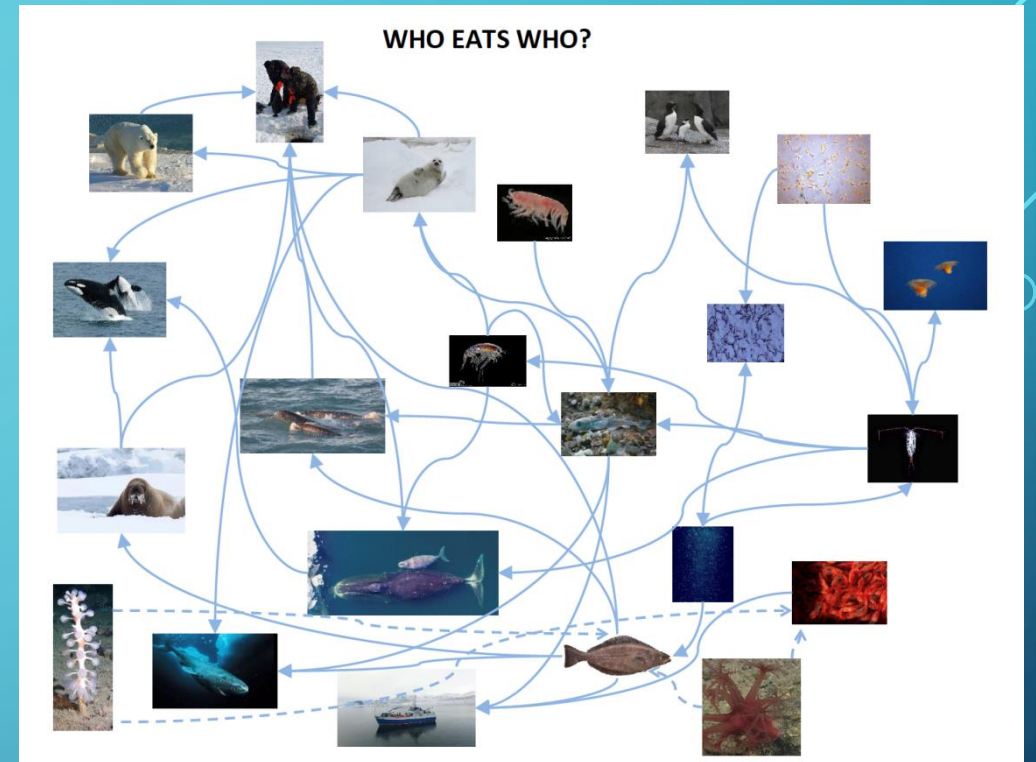
THE APPROACH

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



THE PROCESS

- Found school, artist, and science partners.
- Developed lesson plan and supporting materials.
- Science expert delivered lesson to class at Nanook School, Iqaluit, NU.
- Two days later Iqaluit based celebrities interviewed the children on what they knew about Arctic marine ecosystem.
- Musician created song and lyrics based on children's answers.
- Class named song "Guardians of Tariuq".
- Children and artists sang song together.
- An Inuit owned, Iqaluit based communications firm filmed it all.



THE RESULT

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



GUARDIANS OF TARIUQ

https://youtu.be/4HLU5C_08ow

THE OUTCOMES



- Media:
 - Nunavut News
 - Nunatsiaq News
- Views: >2700 in 43 different countries.
- Conference presentations (6) in Canada, Egypt, and Norway.
- Lesson plan, supporting materials, and link to music video posted on Gov't of Nunavut website in English, Inuktitut, French, and Inuinnaqtun.

<https://gov.nu.ca/environment/information/environmental-education-resources>

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

GUARDIANS OF TARIUQ production supported by:



Nunavut Fisheries Association



Fisheries and Oceans
Canada

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