



CONSEIL DE LA
PREMIÈRE NATION DES INNUS

ESSIPIT





DARE TO DREAM

ESSIPIT

Essipit CCP process

Presentation to the FNQLSDI's Circle of
CCP Coordinators

November 8, 2022





Workshop outline

1. Goal of the presentation
2. Why a CCP in Essipit?
3. How did we proceed?
4. How are we going to achieve all of this?
5. Lessons learned and recommendations
6. Discussion





1. GOAL OF THE PRESENTATION





2. WHY A CCP IN ESSIPIT?





Essipit community profile

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- More than 900 registered members including 220 who live in the community
- A very large number of new members recognized since the adoption of Bills C-3 and S-3





Council motivations

A considered approach ...

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A Council initiative

- The community model in place since 1970 on job creation, entrepreneurship and the improvement of living conditions and the wellness of members has borne fruit.
- At the dawn of the 2020s, the Council wanted to better coordinate departmental directions according to a common vision and a Comprehensive Community Plan.

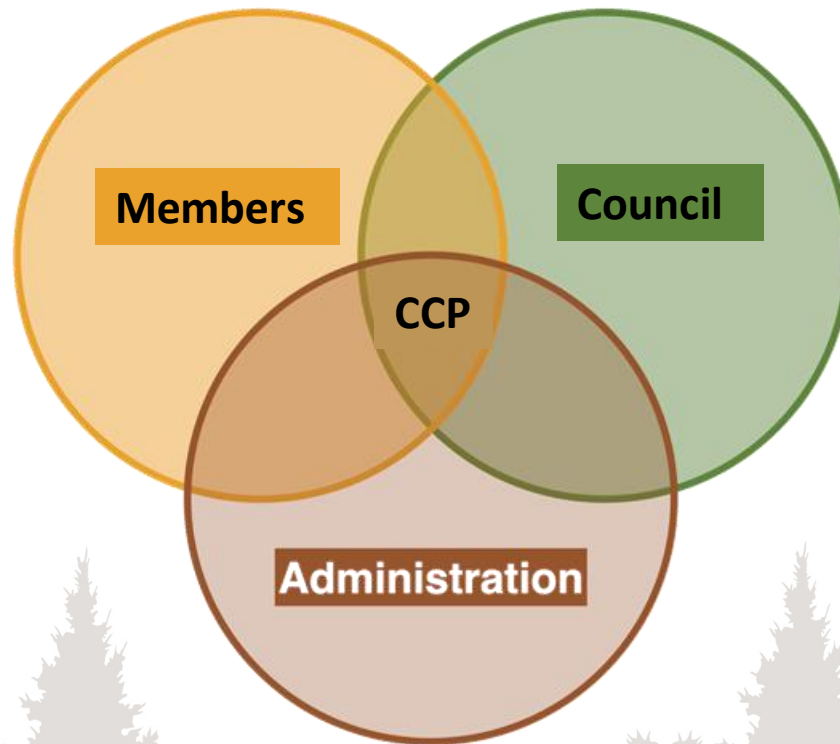




Why a CCP?

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The main objectives

- Know the dreams and aspirations of the members
- Validate the balance between the work of the administration and the needs of the members
- Channel and optimize the energy invested in projects and programs set up for the community
- Innovate in our community practices and promote collective empowerment





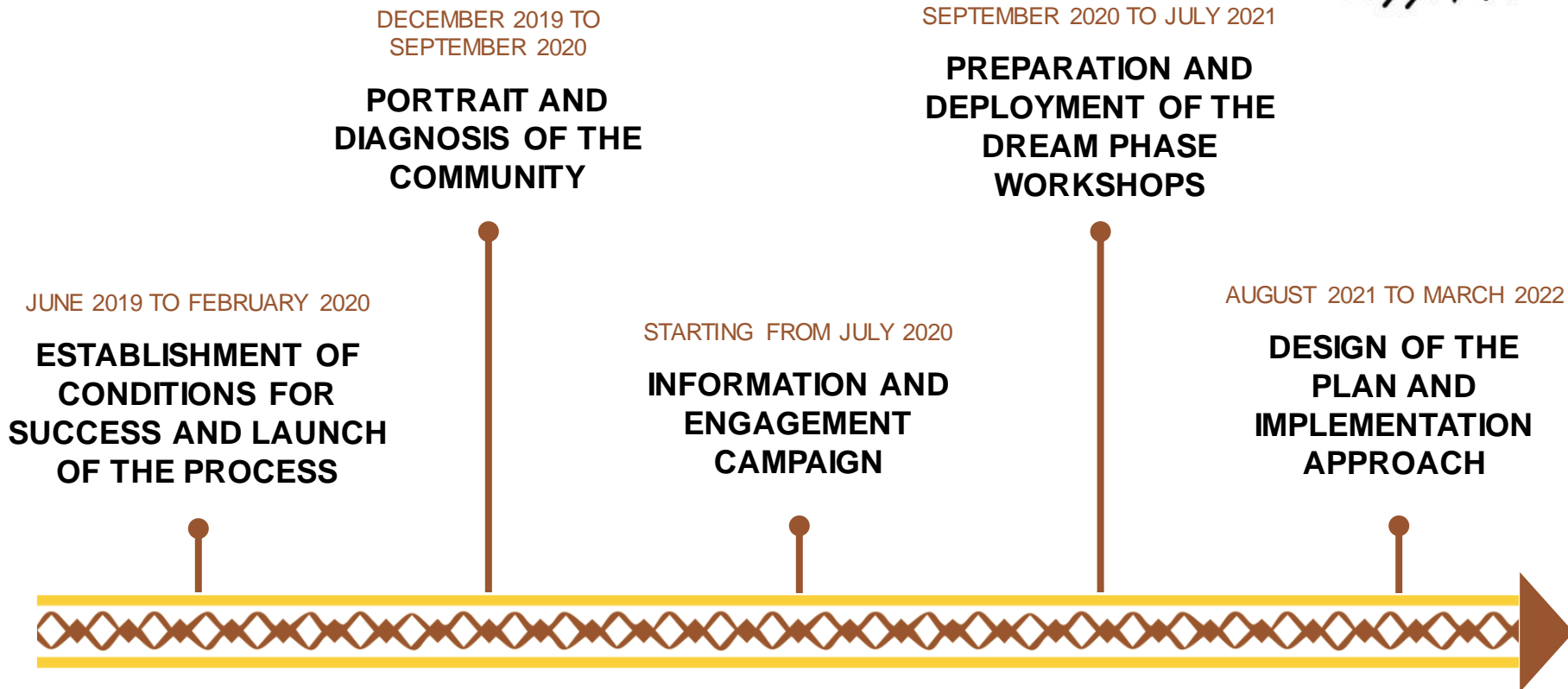
3. HOW DID WE PROCEED?



A structured process

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Phase 1: Establishment of the conditions for success and launch

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Prepare well for a successful launch

- Dedicate a resource to coordination
- Having political and financial support
- Adapt the methodology to the realities of the community
- Define roles and responsibilities of all stakeholders
- Define communication process (project target clientele, keywords, message to be conveyed, communication plan, branding, etc.)
- Set up a monitoring committee (CCP committee)
- Define the major stages of the process, including a community mobilization plan

JUNE 2019 TO FEBRUARY 2020

**ESTABLISHMENT OF CONDITIONS
FOR SUCCESS AND LAUNCH OF
THE PROCESS**

DECEMBER 2019 TO
SEPTEMBER 2020

PORTRAIT AND DIAGNOSIS OF
THE COMMUNITY

STARTING FROM JULY 2020

INFORMATION AND
ENGAGEMENT CAMPAIGN

JANUARY TO JULY 2021

DREAM PHASE WORKSHOP

AUGUST 2021 TO MARCH 2022

DESIGN OF THE PLAN AND
IMPLEMENTATION APPROACH





The CCP
Committee

Participatory activities



- Community lunch to present the process
- Essipit as seen by children calendar
- *Tshinanu* film
- CCP gala





Phase 2: “Day Zero” status

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Establishing our starting point – facts

- History of the community
- Portrait of our services and enterprises
- Sociodemographic data (number of members, families, etc.)
- Identification of our stakeholders
- State of the situation on the territory and heritage

JUNE 2019 TO FEBRUARY 2020

ESTABLISHMENT OF
CONDITIONS FOR SUCCESS
AND LAUNCH OF THE PROCESS

DECEMBER 2019 TO SEPTEMBER
2020

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Phase 2: “Day Zero” status

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Establishing our starting point – member perceptions

- Quality of the services offered and harmony with the needs
- Sense of belonging to the community
- Community values and vision for the future
- Level of interest and confidence in the Council

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Participatory activities

- Member perception survey
- SWOT workshop with members
- SWOT workshop with the management committee
- Post-it workshop





Phase 3: Communications and engagement

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Disseminate information and stimulate participation

- Launch of a dedicated website
 - Explanatory information on the process
 - Interactive component
 - User-friendly communication tools
- Dissemination of the CCP kit and contest for the dream workshops
- Ongoing Facebook posts

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OSEZ RÊVER
ESSIPIT

[La PCG](#)

[Portraits éclair](#)

[Événements](#)

[Nous rejoindre](#)

COMPREHENSIVE COMMUNITY PLANNING

CONSEIL DE LA PREMIÈRE NATION DES INNUS ESSIPIT

THEME OF THE WEEK: HEALTH

Caricature number 3

LIVE with Yves Racine

Today, Yves talks to us about HEALTH on the Nitassinan and in the community

communauté

Yuck, it's loaded with pesticides!



Enough is enough, I'm switching to organic!

[SEE ALL CARICATURES](#)

Clip number 3



[SEE ALL CLIPS](#)



Partageons notre culture
qu'elle continue à évoluer.
Que l'éducation soit toujours
une priorité
Que vos Aînés puissent demeurer à
l'essipit.

• ACTIVITÉS FAMILIALES AMÉRICAINES
SUR FIN DE SEMAINE
• UN ENDROIT POUR NOS
ADOLESCENTS
• MAISON POUR LES AÎNÉS
• ACTIVITÉS CULTURELLES AVEC
LES ENFANTS (KANGU INNU)



• Unir la communauté
• Plus de persévérance pour
apprendre et plus se connaître
et créer des liens
• Liens d'amitié + fort =
Liens de confiance
• + de persévérance



✱ Ce qui serait important c'est
d'instruire les jeunes car ils sont
l'avenir... Activités... Rencontres
camps de vacances... Informations via
animation / Mes enfants sont intéressés
à savoir d'où ils viennent et comment faire
partie de notre communauté. Les enfants
sont intéressés à en savoir plus.





Phase 4: Dare to Dream Essipit

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Identify themes for reflection

- 8 themes
- Based on the “day zero” status

Organize consultation workshops with members

- Survey members about their dreams and needs
- Organization of virtual and face-to-face workshops
- Several channels of participation

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**DREAM PHASE
WORKSHOP**

DESIGN OF THE PLAN AND
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- **Phase 4: Dare to Dream Essipit**

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**ESSIPIT PROPEROUS
AND ENTERPRISING
ECONOMY**



**ESSIPIT AUTHENTIC
AND PROUD
IDENTITY**



**ESSIPIT INFORMED
AND CONNECTED
COMMUNICATION**



**ESSIPIT ROOTED AND
CELEBRATED
TERRITORY**



**ESSIPIT KIND AND
DYNAMIC
YOUTH AND ELDERS**



**ESSIPIT EDUCATED
AND THRIVING
EDUCATION**



**ESSIPIT AUTONOMOUS
AND OPEN
GOVERNANCE**



**ESSIPIT UNITED AND
HEALTHY
HEALTH AND WELLNESS**



Participatory activities

- 8 thematic workshops open to all
- 1 workshop with 12-17 year olds
- 1 workshop with 18-25 year olds
- 1 community lunch-workshop
- 1 lunch-workshop with Elders
- 7 classroom workshops with elementary school children

136
participants



OUR DREAMS...

Better access to the land and inclusion of related members, non-resident members and extended families

Financial, material and technical assistance for the occupation of the land

Lead a community reflection on the cultural identity of Essipit

Creation of a multifunctional museum or other space for sharing in Essipit

Cultural vocation to be given to the Manakashun

Index and showcase the Essipit archives
(history, photos, testimonials, etc.)

On-the-land mentorship program, hands-on traditional knowledge learning activities and on-the-land outings

OUR DREAMS...

Return of
the
traditional or
hybrid Pow
Wow

Adoption of a
membership
code for the
Essipiunnuat

Communicate
better about
existing
resources,
programs and
services

Creation of an
information portal
for members
(Intranet)

Welcome kit
for new
members

Create more
consultation
opportunities
for members

Call for
applications for
community
involvement
(volunteering, call
for projects, etc.)

OUR DREAMS...

Essipit is involved in the development of projects on the land and derives lasting benefits from them

Develop diversified occupation activities (beyond hunting and fishing)

Central general market and public food market

Financial and technical support for entrepreneurship

Satellite camp for protection on the land

More permanent and year-round jobs

Development of professional opportunities according to the interests of young people

OUR DREAMS...

Coastal and
community
enhancement
(continuous and
daily occupation)

Orientation
and
reorientation
services

Home
care

Many and
varied
extracurricular
activities (art,
music, sports, etc.)

Elders'
centre

Forest-school,
nature class
and educational
outings

Gathering and
entertainment
spaces for the
youth (cinema, video
game centre,
gymnasium, coffee shop,
low-cost restaurant, park,
etc.)



Phase 5: Plan structure

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Consolidate dream directions and strategic objectives

- Status report on the offer of services according to needs and dreams
- Prioritization with the CCP Committee
- Internal work to collect information
- A CCP structure with 4 directions: The compass!

Participatory activities

- Participatory workshop with the management committee
- Participatory prioritization workshop with the CCP Committee

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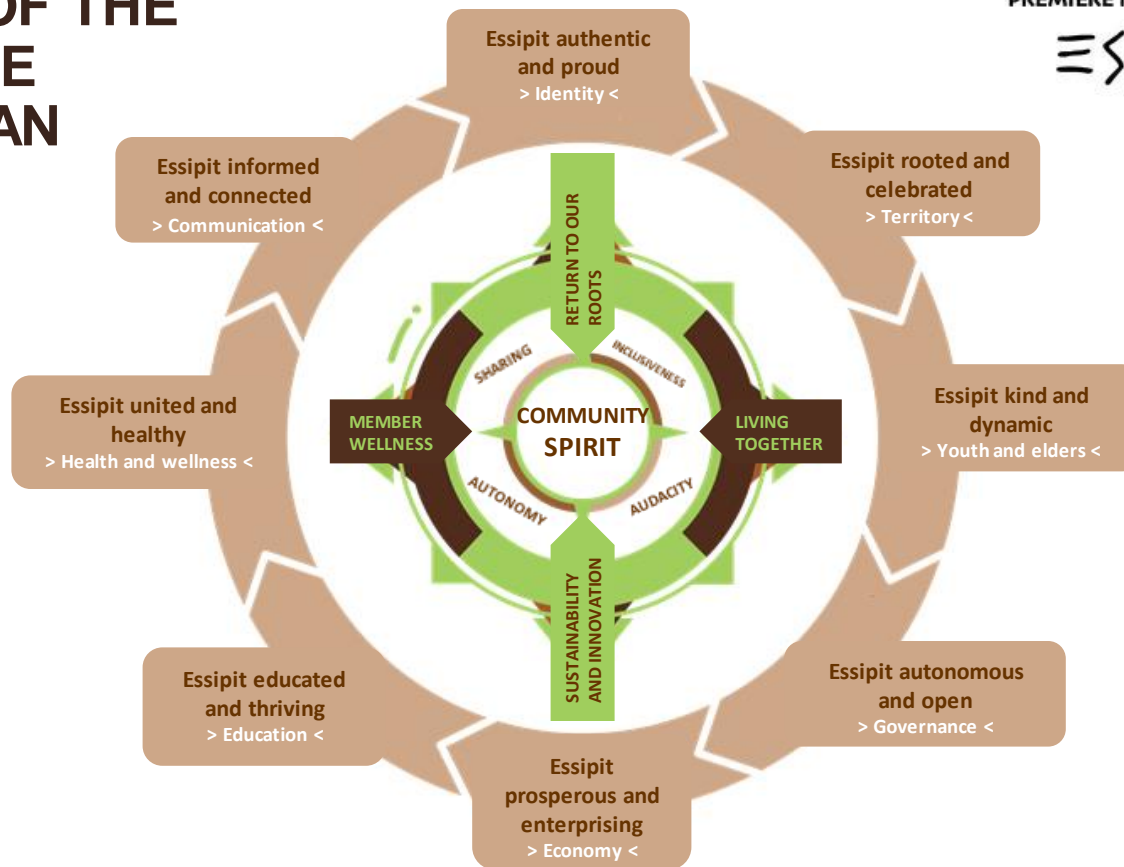
Comprehensive Community Plan



FOUNDATIONS OF THE COMPREHENSIVE COMMUNITY PLAN

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FOCUS AREA 1

RETURN TO OUR ROOTS

Caring collectively for the foundations of the community and nurturing community values and a sense of belonging.





FOCUS AREA 2

LIVING TOGETHER

Multiplying the opportunities to spend time with each other and building our community together.





FOCUS AREA 3

SUSTAINABILITY AND INNOVATION

Maintaining the innovative approach and increasing Essipit's autonomy in socioeconomic and territorial matters.





FOCUS AREA 4

MEMBER

WELLNESS

Fostering healthy environments that are conducive to fulfilling lives and active aging.



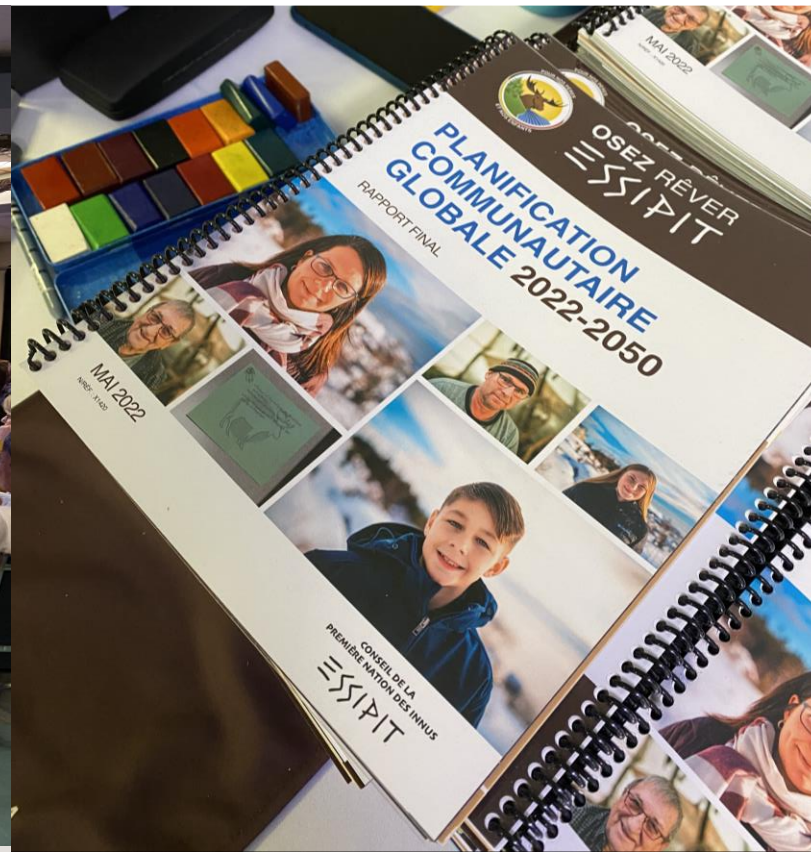




Phase 6: Unveiling the Plan

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Osez rêver ESSIPIT

Vision, Outils et actions de l'Association
Tous les jours, nous faisons des choix

Transmettre les pratiques et savoirs Partagés

Accès pour tous au territoire

Assemblées annuelles ouvertes à l'ensemble des Membres

RETOUR À LA BASE

BIEN-ÊTRE des MEMBRES

SAINT-PIERRE

INNOVATION & DURABILITÉ

PLANIFICATION COMMUNAUTAIRE GLOBALE 2022-2050
- 10 SEPTEMBRE 2022 -

AUTONOME & DIVERTE GOUVERNANCE

BIENVILLANTE & DYNAMIQUE
- JEUNES & AÎNÉS

PROSPÈRE & ENTREPRENANTE
ÉCONOMIE

AUTHENTIQUE & FIÈRE
IDENTITÉ

POUR NOS PÈRES
ET NOS ENFANTS





4. HOW ARE WE GOING TO ACHIEVE ALL THIS?





Implementation at a glance

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We agreed on the priorities to put forward, now we must define how we make them happen.

- Alignment with the existing plans of Council and administration by carrying out a government strategic planning exercise over 5 years
- Integration of driving principles into implementation
- Person responsible for and collaborators of the actions of the plan
- Keep the plan alive and engagement active





5. LESSONS LEARNED AND RECOMMENDATIONS





- Importance of having a clear understanding of the roles and responsibilities of all parties from the outset
- It is important for the “stars to be aligned” (concerted effort between Council, community members and administration, level of preparation, interest, community context, etc.)



- Adapt the approach to the realities of your community
- Be flexible
- Surround yourself with a team to make the process pleasant and efficient
- Plan a realistic budget and timelines



Regarding communication and engagement

- Define a solid communication plan from the start of the process
- Ensure a listening channel and provide frequent feedback to members
- Have a calendar of activities and communications for the call for involvement ... and do not neglect the follow-up efforts!
- Offer a variety of means of participation to the members



What members said about the CCP

“An opportunity to be with the community and breathe new life into community spirit.”

“The CCP revives the desire to be and spend time together, to share, to listen to each other..”

“Going off the beaten path can be scary at times, but it's very empowering.”

“Not really being a fan of technology, I was pleasantly surprised to be able to share on a subject that is so close to my heart.”

“The CCP allowed me to meet and discover members of my community whom I did not know.”





6. DISCUSSION

