



Peter Wilson, Director, Centre for the North

Webinar – The Conference Board of Canada

February 4, 2010

W5

1. Who is involved?
2. Why a Centre for the North?
3. Where is Canada's North?
4. What will the Centre be doing?
5. When will the work be done?



Lakes of the Kivalliq Region, Nunavut.



Who?



Gilles Rhéaume
Vice-President



Ashley Sisco
Research Associate



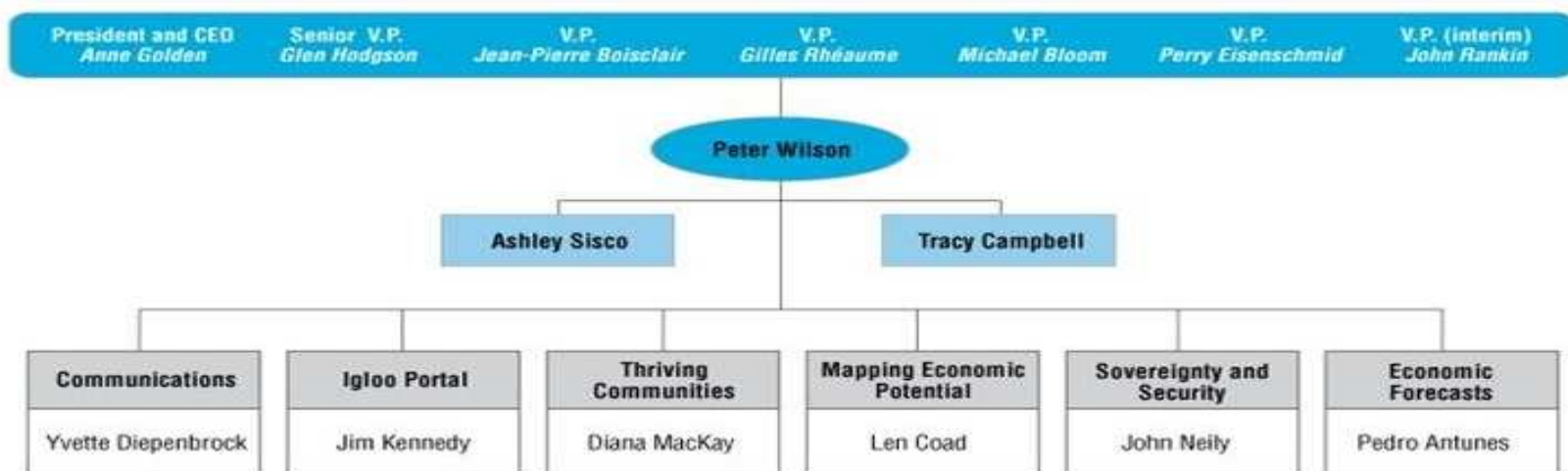
Peter Wilson
Director



Tracy Campbell
*Network
Coordinator*



Who?



Who?

Investors and Roundtable

Who's involved?

Governments

Industry

Universities

Private Foundations

Research Institutes

Who's missing?

First Nations

Métis

Inuit

NorthWord



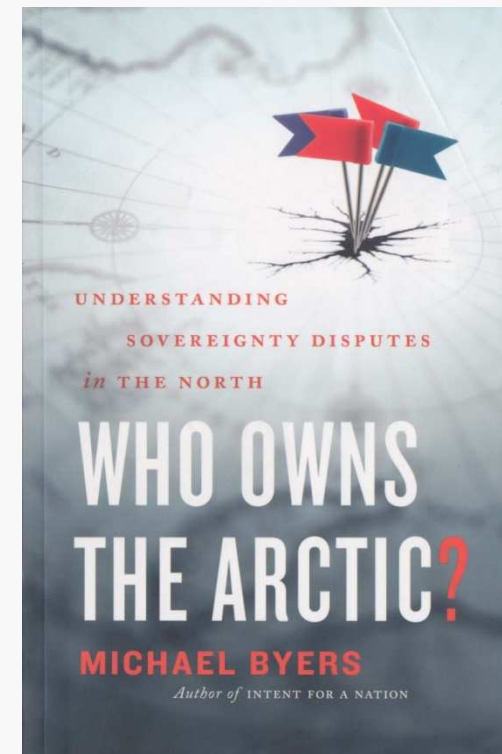
*Brian Aglukark and Luke Suluk,
Arviat, Nunavut, 2006*



Why?

Unprecedented recent interest in Canada's North:

- global warming;
- Northwest Passage, sovereignty;
- enormous resource potential.



Why?

The Centre for the North's interests are much broader, geographically, extending to the Greater North, and thematically, taking a holistic view of health, education, governance, environment, communities, transportation and infrastructure, etc.

The Centre's main purpose is to help Aboriginal leaders, governments, businesses, and communities achieve a shared vision of sustainable prosperity.



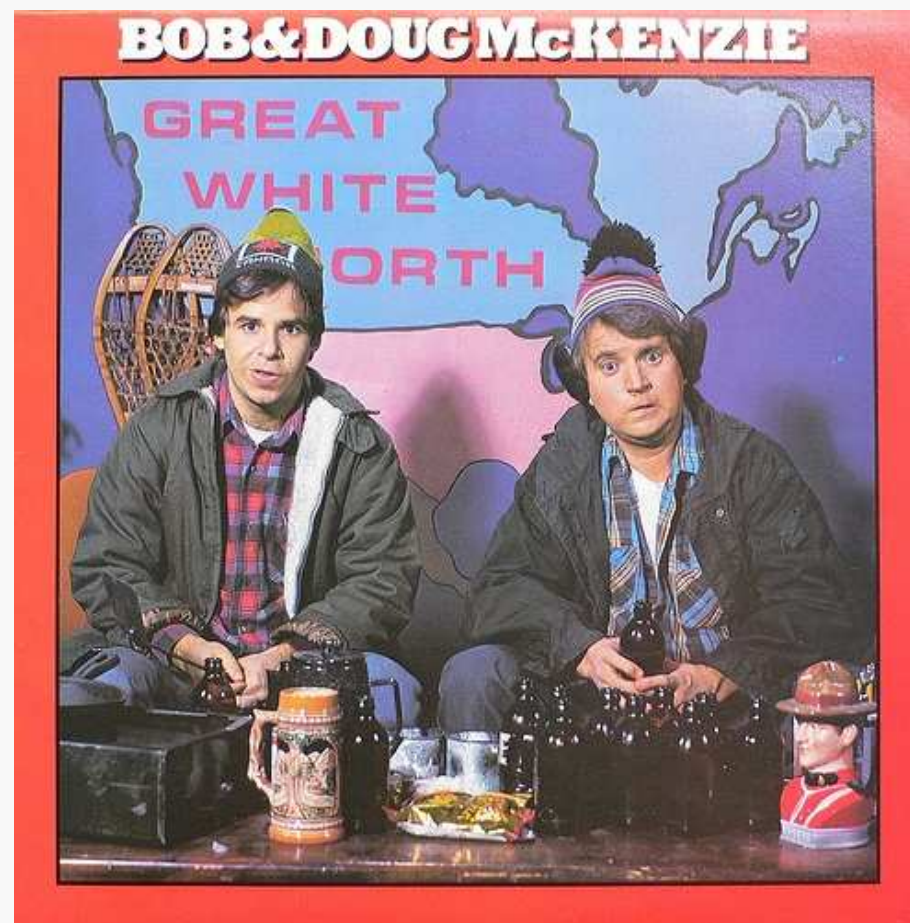
*Beluga hunt,
Hudson Bay, 2006.*



Where?

Northern Strategy: "Canada is a Northern Nation. The North is a fundamental part of our heritage and our national identity, and it is vital to our future."

Most common definition of the North is based on latitude ("North of 60", for example).





Where?

Latitude or Attitude? Defining the North by latitude alone doesn't make sense.

- London, England is 875 kms north of Toronto and at the same latitude as southern Nunavut.
- Search and Rescue for the Arctic, based in Trenton, Ontario, is closer to Quito, Ecuador, than to our military base at Alert, Nunavut.
- Crescent City, California, is North of Pelee Island, Ontario.



California: The North?



Ontario: The South?



Where?

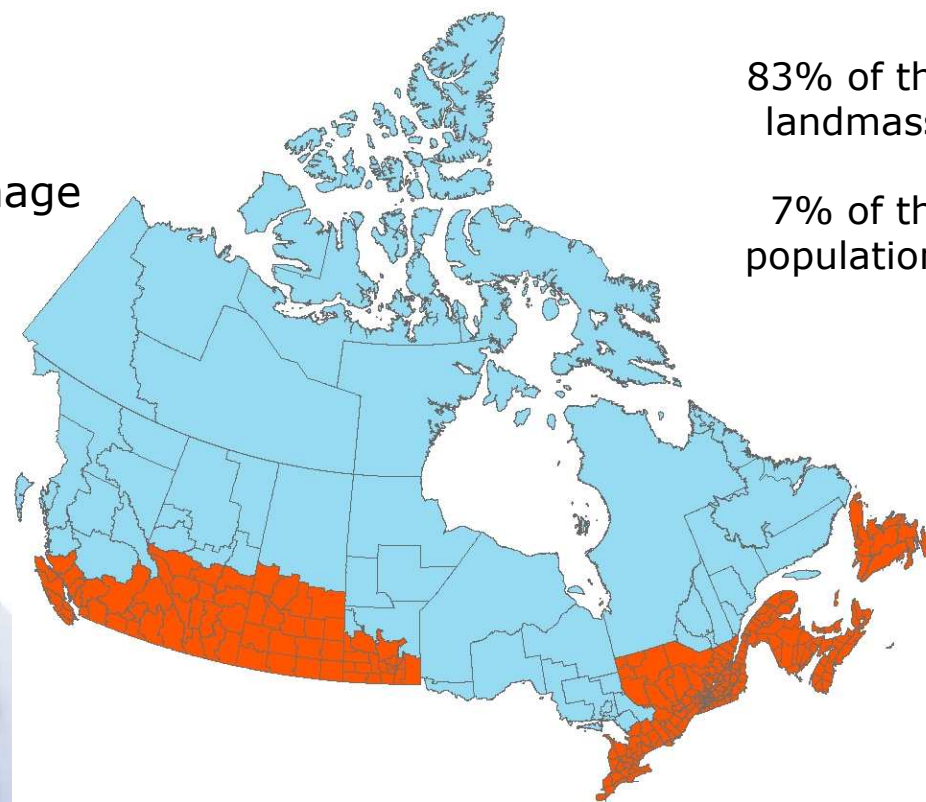
According to the Northern Development Ministers Forum:





Where?

If you can't measure it, you can't manage it: using Statistics Canada's Census Divisions to define Canada's North.



83% of the
landmass,

7% of the
population.

*234 Census Divisions in Canada,
49 in the North*



What?

- Three foundational research projects Year 1
- 50 research projects over five years
- Use of geographic information systems
- Powered by IGLOO web portal
- **Here, the North** weekly map series
- Changing the conversation (e.g. op-ed)
- Economic forecasts
- Scholar in residence program



*Bush plane built in Canada.
GPS map data by Garmin,
a Californian company.*

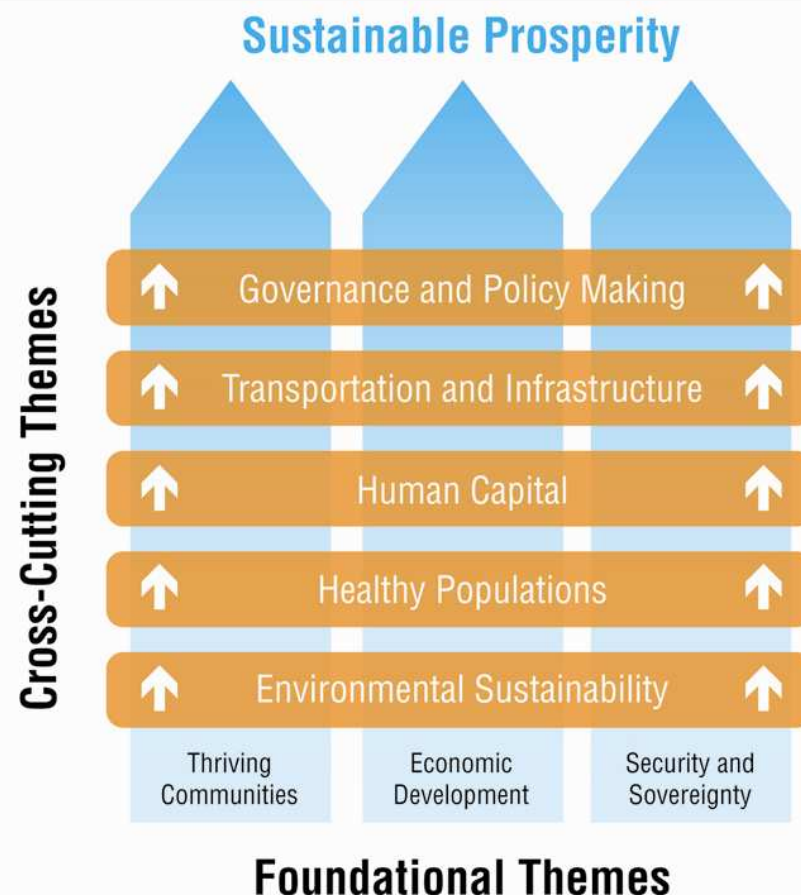


What?

Three foundational research projects:

1. A typology tool for thriving communities.
2. Mapping the economic development potential of the North.
3. Assessing sovereignty and security threats and opportunities.

Subsequent-years' research to involve more detailed studies within each theme.



What?

1. A typology tool for thriving communities.

- 1,700 Northern communities identified.
- Hundreds of 'indicators' into GIS.
- Online tool to compare information (e.g. 'no-road'; 'diabetes rate') across Northern communities of the same type.
- North-specific indicators from Northerners.



Ship delivering fuel to Arviat.

What?

2. Mapping Economic Potential.

- “Blue sky” approach.
- Resource Industries.
- Tourism.
- Northwest Passage opportunity?



“Flying fence” geo-magnetic survey aircraft at Baker Lake, Nunavut.



What?

3. Sovereignty / Security.



Human security (individual well-being that comes from a variety of factors such as access to adequate housing, clean air and water, healthy food, education, health care, emergency services, and economic opportunities, and living in a safe community).

Regional security (protection against and effective response and recovery to major human-made or natural threats such as industrial accidents, terrorism, natural disasters, pandemics).

Arctic sovereignty (Canada's ability to protect its territory and its economic, environmental, political and social interests in the Arctic within the international community).



What?

50 Research projects over five years

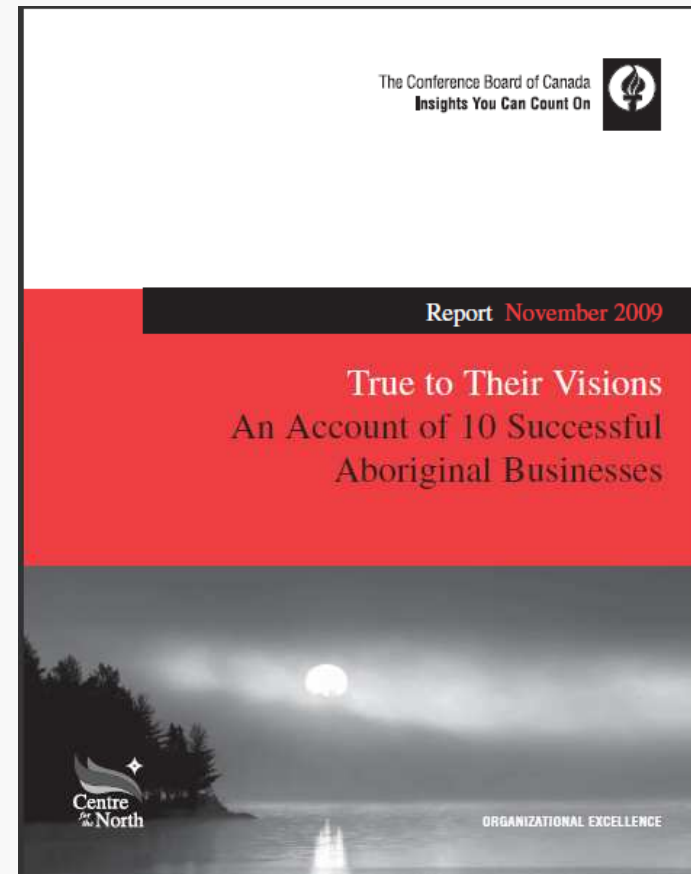
Examples:

INAC education study:

Integration of e-learning

True to Their Visions:

An Account of 10 Successful Aboriginal
Businesses





What?

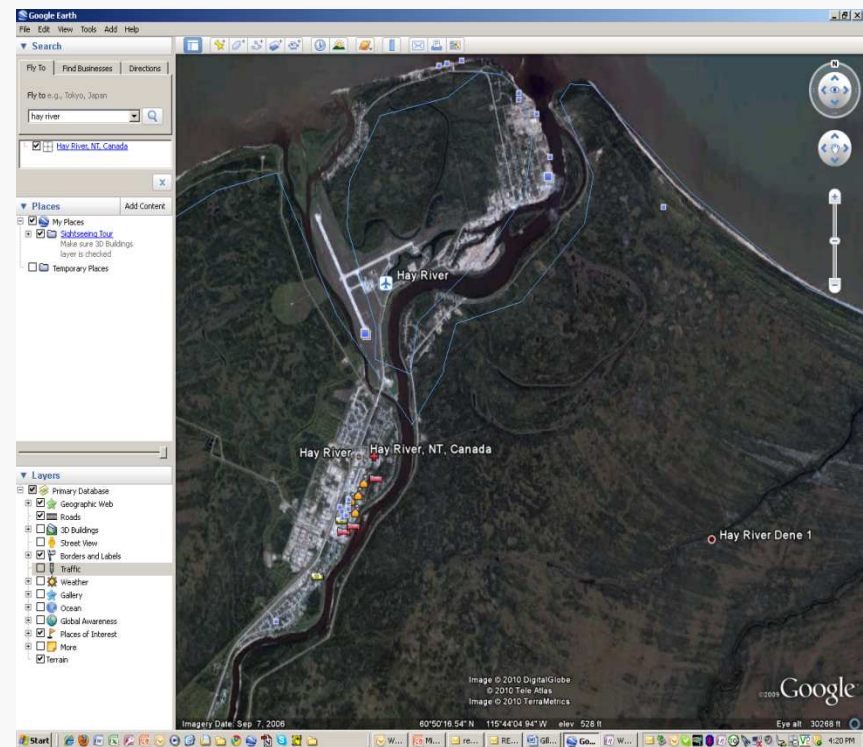
Geographic Information Systems

Critical to understanding the North.

Like access to phone/fax in the 1970s
– a “game-changing” technology.

Partnership with Golder Associates.

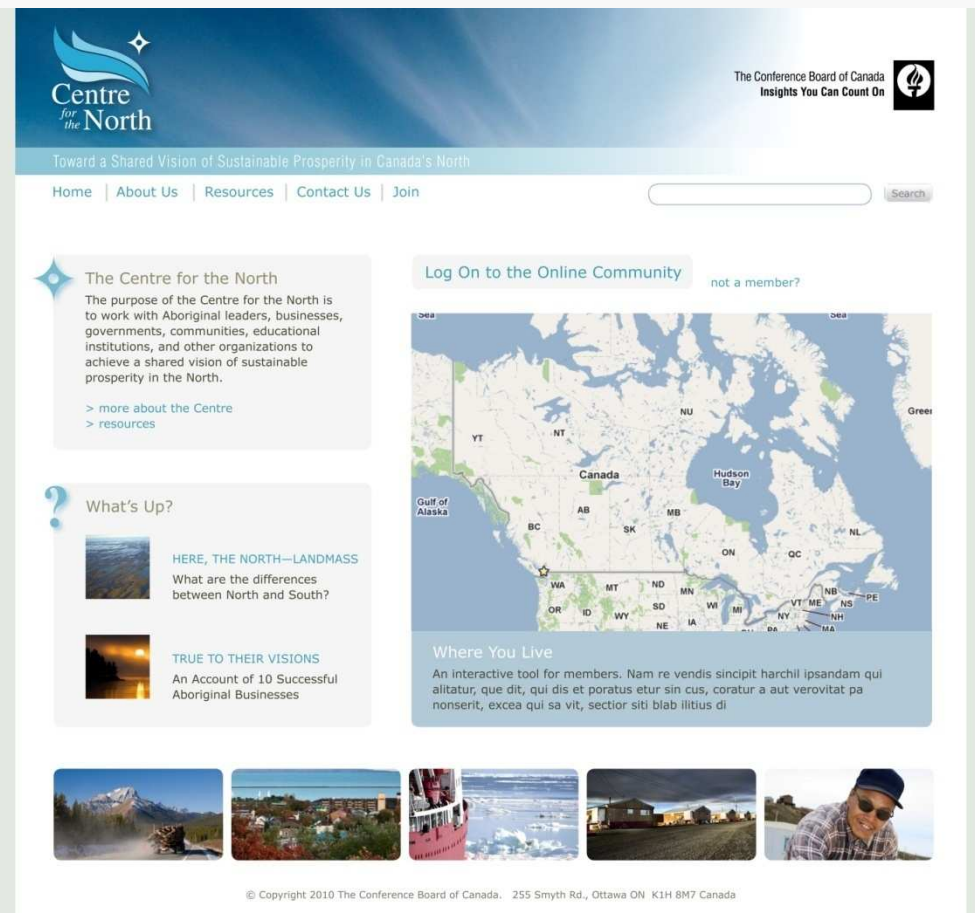
Google Earth video will be posted
on web portal.



What?

Interactive Web Portal

- Powered by IGLOO
- Five "levels":
 - (1) general public;
 - (2) registered members;
 - (3) NorthWord members,
 - (4) Roundtable
 - (5) Steering Committee
- GIS to your community
- Members' forums
- CentreForTheNorth.ca



The screenshot shows the web portal interface. At the top, it features the Centre for the North logo and the Conference Board of Canada logo. Below the header is a navigation bar with links for Home, About Us, Resources, Contact Us, and Join, along with a search box. The main content area includes a 'Log On to the Online Community' section with a 'not a member?' link. A map of Canada is displayed, showing various provinces and territories. Below the map, there are several featured articles or resources, including 'HERE, THE NORTH—LANDMASS' and 'TRUE TO THEIR VISIONS'. At the bottom, there is a row of five small images representing different aspects of the North.

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What?

Here, the North map series

- Weekly
- Subjects? You name it.
- Compares North / South
- Compares North / North
- Demonstrates the “real line”

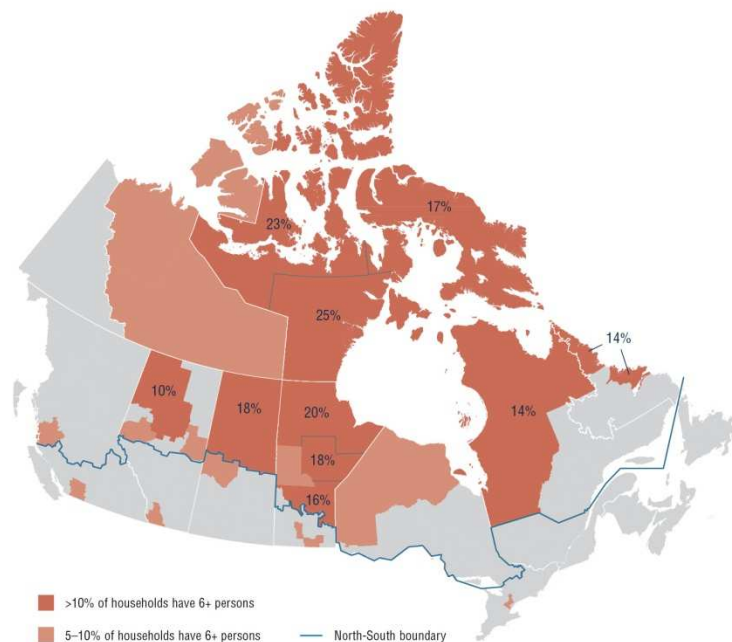


Here, the North

Sleeping on the Couch



Households with six or more persons





What?

Changing the Conversation

Comment from an Inuit business person, and President of a Regional Inuit Association: "Absolutely first rate."

Comment from a southern-based "Northern expert": "A monstrous travesty of reality in Canada's North."

With the creation of a new think-tank, The Conference Board of Canada outlines an ambitious strategy to re-imagine our country's Arctic region

Rise of the North

ANNE GOLDEN
AND PETER WILSON

After this week, G7 finance ministers will travel to Iqaluit, Nunavut, in Canada's Far North, to address some of the world's most pressing economic problems: annual deficits in the hundreds of billions of dollars, national debt loads in the trillions and tens of millions of unemployed. They will meet in a small town just south of the Arctic Circle where the days are short and the wind is cold. And so they may be wondering, "What could this place have to do with the global economy, anyway?"

The answer is, "plenty." Nunavut can boast some amazing numbers, on a global scale. There are literally trillions of dollars worth of diamonds, gold, iron ore, uranium, and oil and gas in the ground. And at two million square kilometres in size, this one Canadian territory is larger than the home countries of all the G7 foreign finance ministers except Timothy Geithner's. The remaining five countries combined (France, Germany, Italy, Japan, and the U.K.) would all fit inside Nunavut with room to spare.

But while those five major industrialized nations are home to nearly 400 million people, only 35,000 live in Nunavut. On a per-capita basis, then, Nunavumut could be very, very wealthy if the territory's vast economic potential was realized and shared.

But very, very wealthy they are not. Crowded housing, expensive food, high unemployment and a lack of economic opportunities have all contributed over the years to poorer physical and mental health among residents of Nunavut than in any other part of the country. Addressing these problems will take a lot of money. (At about this time

last year, the federal government announced another \$100-million for social housing in Nunavut, for example.) It will also take a strategy.

The federal government's Northern Strategy envisions self-reliant individuals who live in healthy, vital communities, manage their own affairs and shape their own destinies. The promotion of social and economic development in Canada's North is a cornerstone of this approach.

It is now widely accepted that global warming is affecting the Arctic more than anywhere else on the planet. Northerners will face enormous challenges adapting

The melting of the Northwest Passage means Nunavut will sit along a trade route at the heart of the G7

to it, but the melting of the Northwest Passage will also provide opportunities. Living along a trade route in the heart of the G7 — linking Japan with the eastern United States and Europe — will be a lot different than living in what is today one of the most remote places on Earth.

And living in a territory where vast natural resource wealth will be extracted by G7 corporations and shipped to G7 countries will be a lot different than living in a territory that will see its only operating mine start production this month, and is still without a single oil well, gas pipeline or much of the infrastructure required to link it to the world economy.

These are the challenges facing the

federal and territorial governments, land-claims organizations, industry, Northerners in particular, and Canadians as a whole.

With interest in Canada's North at an all-time high, The Conference Board of Canada recently launched its Centre for the North — a five-year program of research and dialogue aimed at achieving a shared vision of sustainable development in the North.

This month, the Centre released the first-ever independent territorial forecast for Nunavut, the Northwest Territories and Yukon. The forecast anticipates a return to growth in the economy of Nunavut in 2010 and beyond, following a downturn in 2009 that was caused by a reduction in mineral exploration activity linked to recession-induced drops in commodity prices.

The forecast also notes that Nunavut has one of the youngest populations in the world and that, while labour will be plentiful in the coming years, creating meaningful employment for Northerners will be a challenge that governments, industry and aboriginal groups must start to address right away through better living conditions, education, and other investments in human capital.

In the coming years, corporations and citizens from G7 countries will be active in the Canadian North, whether in transportation through the Northwest Passage, the extraction of natural resources for the benefit of G7 economies or just as cruise ship passengers who want to experience one of the most beautiful places on earth. Co-operation with Canada as a G7 partner will increasingly mean cooperation with Canada's North.

National Post
Anne Golden is president and CEO of The Conference Board of Canada. Peter Wilson is director of the Conference Board's Centre for the North.



What?

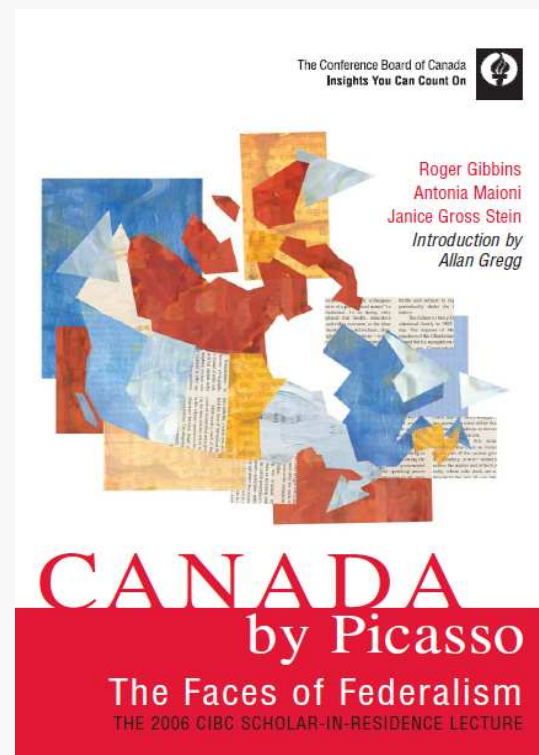
Scholar in residence Program

Land Use Planning in Canada's North

Thomas Berger: "Keep it Up"

Steven Kennett: "Fix it Up"

Hayden King: "Give it Up"



What?

Economic Forecasts

Last month, the first-ever independent economic forecast for Canada's three territories.

Custom-developed model.

Demographics highlighted.

"Greater North" economic forecasts to follow in the coming years.



When?

- Five-year initiative.
- Launched in September, 2009 in Yellowknife.
- 90% of \$5-million objective raised.
- IGLOO Portal launch, March, 2010.
- ***Here, the North***, starts March, 2010.
- Whitehorse meeting, May 12-13, 2010.
- Foundational projects, May 31, 2010.
- Prince Albert meeting, September 28-29, 2010
- Detailed studies, 2011-2013.
- Final report, 2014.





The path ahead

A Northern perspective.

Results-oriented research to help put the North “in a better place” as it strives for a shared vision of sustainable prosperity.





The Conference Board of Canada
Insights You Can Count On



Toward a Shared Vision of Sustainable Prosperity in Canada's North

