



QUICK FACTS FOR MEDIA

Additional context re: Uvagut TV's Jan. 21, 2021 press release.

Baffinland Approval Process

2012 NIRB Hearings: After Final Public Hearings in Iqaluit, Igloolik and Pond Inlet, in September 2012 the Nunavut Impact Review Board (NIRB) approved Baffinland's proposal to build a rail link from the mine to a deep-water port at Steensby Inlet allowing up to 18 million metric tonnes (MT) of ore to be shipped yearly by a fleet of the world's largest cargo ships through the southern outlet in Foxe Basin to European markets.

Northern Route: Global iron prices collapsed shortly after the 2012 approval. Baffinland returned to NIRB requesting approval of an alternate, lower cost "Early Revenue" plan to delay its approved southern route and instead build a 'tote road' north to Milne Inlet, near Pond Inlet to ship only 3 million MT along this route until the markets improved. Without further Public Hearings NIRB agreed to amend its original certificate to allow the Early Revenue plan to proceed. When Baffinland later announced its 3 million MT limit risked closure of the mine and asked for an increase to 6 million, NIRB initially refused, maintaining that Baffinland had failed to meet important Terms and Conditions approved in 2012. Qiqiktani Inuit Association (QIA), the Nunavut Land Claims Agreement's royalty partner in the mine, then lobbied the federal Minister to order NIRB to overturn its refusal and approve the 'temporary' increase to 6 million MT subject to annual renewal.

Phase 2 Expansion: In 2018, again maintaining the threat of insolvency, Baffinland requested permission for Phase 2 Expansion to build a new rail link on their northern route with permission to ship 12 million MT annually through Milne Inlet. By now, Baffinland's unused 2012 permit was still in place approving its original *southern* route rail link to Steensby Inlet to ship 18 million MT through Foxe Basin. This means that if Phase 2 is approved now in 2021, Baffinland

could increase its annual shipping rate from 6 million MT to 30 million MT, a fivefold increase, with no further consultation or Public Hearings required.

Marine Mammals and Caribou. Baffinland's proposed rail links north to Milne Inlet and south to Steensby Inlet and Foxe Basin would traverse the northern body of Baffin Island, home to one of the world's largest migrating caribou herds. A variety of ships, including icebreakers, would pass through Eclipse Sound, Baffin Bay and Davis Strait in the north through migrating herds of narwhal and beluga whales, while supertanker shipping through Foxe Basin in the south passes through Canada's largest walrus calving grounds. Both Baffin Bay and Foxe Basin are homes for migrating and endangered Bowhead whales, listed in Appendix I of the Convention on the Conservation of Migratory Species of Wild Animals (CMS) as in danger of extinction throughout all or a significant proportion of its range.

Isuma TV / Uvagut TV – Promoting Transparency & Informed Participation

Community Engagement: The team behind **Uvagut TV**, Canada's first Inuit-language TV channel, have been documenting the approval process since 2012, while simultaneously advancing initiatives in live local broadcasting and digital democracy inspired by the Inuit concept of consensus-building, *Aajiiqatigiingniq* — a term that translates as 'deciding together.'

Regulators recognize role for digital media: At the 2012 NIRB hearings, Isuma TV presented its [Digital Indigenous Democracy](#) (DID) web portal, leading to a recommendation by NIRB to integrate the use of digital media into the review process to promote participation and transparency. Since then, Isuma TV and NITV have worked with the NIRB to record and broadcast the public hearings related to the Mary River project through community radio and the Internet.

Empowerment. DID used a combination of both new and traditional media — Internet, community radio, local television and social media — to Inform and Consult Inuit as required by Canadian and international law, and to encourage Inuit participation in the hearings. In creating new community-based tools and networks, it aimed to provide Inuit with clear information in their own Inuktitut language, facilitate meaningful discussion among impacted communities, and help those communities reach collective decisions.

Filmmaking and Online Streaming: In 2014 Kingulliit and Isuma Productions released *Ataatama Nunanga (My Father's Land)*, a 164-minute film documenting the 2012 Baffinland Public Hearings and Inuit views about the impact of mining on their traditional life, land and culture. In 2019 Kingulliit and NITV produced *Silakut Live from the Flow Edge*, a series of live online broadcasts of Inuit discussing the Phase 2 proposed expansion and the impacts of mining on land and wildlife since 2012. In November 2019 NITV and Isuma TV broadcast live online NIRB's initial Public Hearings on Phase 2, which shut down prematurely

when Inuit organizations demanded postponement until they were better informed. *Silakut Live* and NIRB's November 2019 hearings can be seen on IsumaTV at *Silakut* and *Nunagijavut (Where We Live Now)* online live streams, see links below.

Live Broadcasting: The latest round of public hearings — on the proposed Phase 2 expansion of Baffinland's operations — are the first ever to be covered by live *television* broadcast, through satellite and cable TV systems nationally, as well as online. This historic broadcast by **Uvagut TV** provides Inuit in the five affected communities – and all Canadians - with complete transparency and unfiltered access to proceedings that impact Inuit and national interests for decades to come.

Links to a selection of Isuma's Baffinland media projects:

Digital Indigenous Democracy Portal

<http://www.isuma.tv/did>

2012 Baffinland Decision Supporting media transparency

<http://www.isuma.tv/DID/nirb-baffinland-decision-recommends-digital-indigenous-democracy-press-release>

MEDIA:

Silakut Live from the Floe Edge (2019) - 9 episodes

<http://www.isuma.tv/silakut>

Nunagijavut (Where We Live Now) Live streams - November 2019 Hearings

<http://www.isuma.tv/nunagijavut>

My Father's Land (2014) – Documentary by Zacharias Kunuk

<http://www.isuma.tv/myfathersland>

2012 Inuit video consultations

<http://www.isuma.tv/DID/HumanRights/Consult>

2012 Website (submitted to NIRB as part of Isuma Formal Intervention)

<http://www.isuma.tv/DID/MyFathersLand>