



The Campaign for The Land that Gives Life—Pimachiowin Aki Frequently Asked Questions

What is Pimachiowin Aki? What is *The Land that Gives Life*?

In the Ojibwe language, Pimachiowin Aki, pronounced 'Pim-MATCH-cho-win Ahh-KEY' means *The Land that Gives Life*. This name is also shared by a non-profit corporation comprised of five First Nations working together with the governments of Ontario, Manitoba and Canada toward a common goal: to protect, preserve and gain international recognition for one of the world's most important boreal forests for everyone. Geographically, it straddles a significant section of eastern Manitoba and northern Ontario. The Pimachiowin Aki area, itself, is enormous—43,000 square kilometres—as big as Denmark.

The Land that Gives Life is the lifeblood of the First Nations communities of Poplar River, Little Grand Rapids, Pauingassi, Pikangikum and Bloodvein River; encompassing their traditional lands. In addition, Atikaki Provincial Park in Manitoba as well as Ontario's Woodland Caribou Provincial Park and Eagle-Snowshoe Conservation Reserve complete the area. For these First Nations in this area, the land and the people are one. It is a heritage they want to share with Manitobans, Ontarians and the world.

Established in December 2006, the Pimachiowin Aki Corporation mission is to safeguard and celebrate the Anishinabe cultural landscape and boreal forest as one living system and to ensure the well-being of the Anishinabe who live there and for the benefit and enjoyment of all humanity. Its goal is to seek recognition of this area of the boreal forest as a World Heritage Site.

What is Anishinabe?

Today, the First Nations of Pimachiowin Aki refer to themselves as Anishinabe or Anishinaabeg, meaning First or Original Peoples. They speak the Ojibwe language and are also known as Ojibwe or Saukteaux.

What is a boreal forest?

Named after Boreas, the Greek god of the north wind, the term 'boreal forest' is also known by the Russian word 'Taiga'. It is a unique productive chain of inter-connected habitats consisting of forests, lakes, rivers, valleys, wetlands, peat lands and tundra in its northern-most regions.

The boreal forest comprises one-third of the earth's wooded lands. It is one of the largest, intact forest ecosystems remaining; almost one-third of which can be found here in Canada. At present, however, less than eight per cent of Canada's boreal forest is protected from industrial development. Recognition of *The Land that Gives Life* as a UNESCO World Heritage Site would change that.



What is UNESCO?

A specialized agency of the United Nations, the United Nations Educational, Scientific and Cultural Organization (UNESCO) works to create the conditions for dialogue among civilizations, cultures and peoples—based upon respect for commonly shared values. UNESCO believes that through this dialogue the world can achieve global sustainable development, universal observance of human rights, mutual respect and the alleviation of poverty. UNESCO's mission is to contribute to the building of peace, eradication of poverty, sustainable development and intercultural dialogue through education, the sciences, culture, communication and information. As an organization, it was established in 1945—the same year as the UN.

What is a UNESCO World Heritage Site?

Since 1972, UNESCO has recognized certain places on earth for their cultural or natural significance to all of humanity. Nearly 200 countries have signed an international treaty to recommend sites within their national territories to be added to the World Heritage Site List.

What makes a UNESCO World Heritage Site so important?

When a site achieves UNESCO World Heritage recognition, it means that the entire world agrees that it is worthy of protection. Not only prestigious, many see a UNESCO World Heritage Site designation as an internationally-recognized and respected symbol of protection and preservation for a given area, culture and sometimes—even a way of life.

Today, nearly 1,000 sites are listed by UNESCO. Many are instantly recognizable—including the Pyramids at Giza in Egypt, the Great Barrier Reef of Australia, Chichen Itza in Mexico, England's Westminster Abbey and Canada's Rocky Mountains. Others, while not as well-known, are on the list because they meet UNESCO's standards according to specific criteria.

Are there any UNESCO World Heritage Sites in Canada?

Yes. Among Canada's 15 UNESCO sites, just a handful are in the East, with *only one* in Ontario—the Rideau Canal—and *none* in Manitoba. In terms of total number of World Heritage Sites within its borders, Canada trails behind the United States, Mexico, China, Italy and Brazil. Recognition of *The Land that Gives Life* will do much to change that—especially since the area has the potential to be one of a very few sites recognized for both its cultural and natural values.



Are there any benefits to UNESCO World Heritage Site recognition?

Yes. Communities near or within a World Heritage Site have witnessed a rise in tourism, media interest and a growth of local, regional and national support, participation and pride plus preservation of an area's ecological integrity. For *The Land that Gives Life*, this could also mean:

- Increased interest in Anishinabe culture, customs and language
- Increased First Nations' involvement in future land use, protection and preservation
- Development of visitor education programs and facilities
- Development of tourist accommodations and foodservices
- Increased employment for tour guides, fishing and hunting guides, First Nations artists
- Increased support, partnerships, participation and assistance from governments, non-governmental organizations, corporations and volunteers

How much of *The Land that Gives Life* will be included in the proposed World Heritage Site?

Depending on their respective land use plans, the five First Nations communities within *The Land that Gives Life* will decide which specific areas of their traditional lands will be included within the proposed UNESCO World Heritage Site. Currently, this is being determined by the communities involved. When this process is completed, a World Heritage Site boundary within *The Land that Gives Life* will encompass the outstanding universal values supporting the case for UNESCO designation.

When did the UNESCO World Heritage Site nomination process for *The Land that Gives Life* begin?

The UNESCO World Heritage Site nomination process began when the communities of Pikangikum, Poplar River, Pauingassi, Little Grand Rapids and Bloodvein River officially signed *The Protected Areas and First Nations' Resource Stewardship Accord* in 2002. In 2004, Canada included Pimachiowin Aki on its list of tentative World Heritage Sites.

Do the communities of *The Land that Gives Life* plan to develop their respective areas?

Yes. Designation by UNESCO is in harmony with how the five First nations' communities plan to develop their respective areas. Any UNESCO nomination document must clearly demonstrate a promise to continue looking after the land in the years to come.

How *The Land that Gives Life* is developed is based on the five First Nations communities' land use plans. Each plan details how each community's land will be used and managed now and in the future— including what type of development will occur. Poplar River's focus is on land protection, while Pikangikum has set aside areas for both community-based forestry and preservation.



Pauingassi, Bloodvein River and Little Grand Rapids are still in the process of completing their traditional area land use plans.

The five First Nations communities in *The Land that Gives Life* have cared for this land for generations. Their respective community land use plans will show how they will continue to look after it in future.

Does UNESCO World Heritage Site recognition generate opportunities for communities?

Yes. Employment and development opportunities, media attention and new funding possibilities often result from World Heritage Site recognition. This can occur in several ways:

Government Funding: When an area officially becomes a World Heritage Site, the need automatically arises to help manage it. To this end, federal and provincial governments could be approached for employment and financial support for staff, materials and equipment.

Non-Government Support: A new World Heritage Site that protects the air, water, wildlife and fish strikes a chord with people everywhere. As with government support, a wide array of non-government organizations, corporations, foundations and individuals the world over are all potential supporters. At present, the Pimachiowin Aki Corporation is studying other World Heritage Sites to identify and decide what works best for their specific area, their communities, their people and their future.

Tourism Development: When any area is recognized as a World Heritage Site, a certain degree of international interest and tourist activity is generated. At present, several First Nations lodge owners in *The Land that Gives Life* have plans to create jobs through eco-tourism.

What is Eco-Tourism?

Eco-tourism or ecological tourism is environmentally-friendly travel to and through protected areas. Designed to educate travellers, eco-tourism activities can provide funds for conservation, economic development and political empowerment of communities. Likewise, it can often promote respect for indigenous cultures and human rights.

Eco-tourism is also designed to help preserve and protect natural and cultural landscapes so that present and future generations may experience natural environments and local indigenous cultures. Worldwide, eco-tourism is among the fastest-rising sectors of tourism—growing as much as 30 per cent annually.



What makes *The Land that Gives Life* so special? Is it worthy of UNESCO recognition?

The people of Pimachiowin Aki think so. As a Special Report in *The Economist* (Sept. 23, 2010) noted “roughly half the dry weight of a tree is made up of stored carbon... the Earth’s need for forests to soak up carbon emissions is almost limitless.”

Like the Amazon rainforest in South America, scientists maintain that the boreal forest is crucial to the survival of the human race because its trees serve as *The Lungs of the Earth*—providing oxygen and filtering pollution to ultimately help keep the earth a healthy place to live. Like all boreal forests, *The Land that Gives Life* absorbs and stores carbon dioxide and other greenhouse gases as its wetlands filter and clean millions of gallons of water on a daily basis—several major reasons that make it a prime candidate as a World Heritage Site.

The Land that Gives Life is part of the largest area of undeveloped boreal forest in the world. It is an integral part of the worldwide 1,000-kilometre thick, green belt of coniferous trees that separates the frozen tundra from the warmer conditions further south. Filled with vast shimmering freshwater lakes, rivers, streams and wetlands, teeming with fish and aquatic life, *The Land that Gives Life* is a natural habitat for abundant wildlife, among them moose, bear, bald eagles, hawks and songbirds—all within this vast section of the Canadian granite-shield.

Home to threatened species such as the woodland caribou and the lake sturgeon, *The Land that Gives Life* still very much resembles *the same forest* that started life in eastern Manitoba and northern Ontario over 5,000 years ago—roughly as long as recorded human history.

The Land that Gives Life’s community members believe their homeland meets UNESCO’s criteria. They believe that it is a shining example of outstanding universal value and that the world will benefit from protecting and preserving it now and for generations to come.

Will the Pimachiowin Aki World Heritage Site nomination automatically be accepted by UNESCO?

No. The Pimachiowin Aki nomination document will be put forward to UNESCO by the government of Canada. UNESCO must review the official nomination document and determine if it meets their rigorous criteria—including strong support from governments and communities. This usually takes 18 months. The Pimachiowin Aki nomination will be submitted in February 2012. A final draft of the nomination document will be completed by fall 2011.



What if the Pimachiowin Aki World Heritage Site nomination is not accepted by UNESCO?

The Pimachiowin Aki partners are hopeful and confident of a successful outcome. However, they fully respect the UNESCO review and evaluation process that is part of any World Heritage nomination. No matter what the eventual outcome, the Pimachiowin Aki partners are committed to the achievement of their mission over the long term, and that the Corporation will need a solid financial foundation to support their work in future.

What is the current status of the Pimachiowin Aki World Heritage Site nomination?

The Pimachiowin Aki Corporation is conducting background research and holding community meetings. The Board meets regularly to continually move the process forward, review progress-to-date and to share ideas and input with community-members.

What is The *Campaign for The Land that Gives Life*?

The Campaign for the Land that Gives Life is a fundraising effort in support of the Pimachiowin Aki Corporation's mission "to safeguard and celebrate the Anishinabe cultural landscape and boreal forest as one living system" and its goal "to seek recognition of this area of the boreal forest as a World Heritage Site".

The *Campaign for The Land that Gives Life* is a fundraising effort in support of the Pimachiowin Aki Corporation as it seeks recognition for part of the area as a World Heritage Site.

Beginning in late 2010 and building momentum through the year 2013, the Campaign will reach out to a broad base of potential donors who support the nomination of *The Land that Gives Life* as a World Heritage Site and provide them with the opportunities to contribute and make a difference.

Are any governments providing support for the Campaign?

Yes. The governments of Manitoba and Ontario support the *Campaign for The Land that Gives Life*. It is specifically crafted to build on and support the work that has been growing since the inception of the Pimachiowin Aki World Heritage project in 2002.

In fall 2009, the Province of Manitoba announced a \$10-million commitment to *The Land that Gives Life*. At present, this provincial funding is held in trust by The Winnipeg Foundation.



Pimachiowin Aki

The Land that Gives Life

What happens to donations to The Campaign for The Land That Gives Life?

The Province of Manitoba's \$10 million contribution will be part of the Endowment Fund at The Winnipeg Foundation—Canada's first community foundation. All gifts will be matched by The Winnipeg Foundation's 9:1 Agency Matching Program. Receipts will be issued by The Winnipeg Foundation.

Annual earnings from the Fund will support ongoing operations of Pimachiowin Aki as well as grassroots development projects of the First Nations communities in *The Land that Gives Life*. In future, these may include a heritage programs, cultural education, training and capacity building, traditional knowledge, scientific research and community services—to ensure the world learns more about this great forest and the people who live there.

How much money will be raised?

The Campaign for The Land that Gives Life will raise at least \$20 million in endowment funds over the next three years. This initial \$10 million pledge from the Province of Manitoba allows the Campaign to raise funds from the general public—with over 50 per cent of its target goal raised. The Manitoba pledge also encourages others to make meaningful contributions of their own.

The Endowment Fund will provide financial sustainability for the Pimachiowin Aki Corporation and ultimately ensure a sustainable financial future for *The Land that Gives Life*. Annual revenue from the Fund will, in turn, provide a consistent stream of operating funds.

What are the costs of fundraising?

Each donor that every single dollar donated goes into the Endowment Fund because this fundraising campaign has been fully sponsored by the government of Manitoba as a show of support to Pimachiowin Aki. In addition, each private donation is eligible for matching funds from the Winnipeg Foundation. Your dollar is leveraged far beyond the initial donation and has impact far into the future.

Are there limits to the size of donations to the Campaign for The Land That Gives Life?

No. Whether it is cash, credit card, debit card, cheque or money order, the choice is yours. Be sure to choose the type of gift that best suits your personal wishes and financial needs. Please make cheques payable to *The Winnipeg Foundation/Pimachiowin Aki Endowment Fund*.

The Campaign for The Land that Gives Life also encourages multi-year pledges if that suits the donor. Our aim: To customize each gift to suit every donor's circumstances. All contributions are welcome. *No gift is too small. Every donation counts.*



Pimachiowin Aki

The Land that Gives Life

Are donations to the *Campaign for The Land That Gives Life* tax deductible?

Yes. All donations are tax deductible and meet the criteria of the Canada Revenue Agency. Tax receipts will be issued by The Winnipeg Foundation. We also have provision to receipt donations from our friends in the United States and will soon expand that to other parts of the world.

How can I donate to the *Campaign for The Land That Gives Life*?

That's easy. To donate, please visit www.LandThatGivesLife.com or Dial TOLL-FREE 1-888-516-1352

The *Campaign for The Land that Gives Life*—Pimachiowin Aki

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