



**Annual Report  
2017/2018  
The Pinnguaq Association**

As this report details, 2017/2018 was the year we moved from a company of friends trying to make cool things to a proper company creating experiences and opportunities. The 1-2 catalyst of winning the Arctic Inspiration Prize at the end of 2016 and then receiving CANCODE funding a year later allowed us the growth and security we needed to fulfill a proper mission statement. This report will detail the projects we focused on as we pushed towards 2018/2019 fiscal year and a company focused increasingly on education and opportunities for youth.

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## Projects of 2017/2018

### Art Alive

Art Alive is comprised of six apps and 1 VR experience and has been done since the end of 2016. The 2017 year saw us focus on delivering the program and creating educational experiences out of it at various institutions. Two major locations were our focus. We provided delivery of the program to High School age students at York University on students on April 1st 2017. A variety of activities and games were developed to complement the experiences and students learned about the history of the pieces we covered.



We also continued a very important relationship with the Gallery of the Kawartha Lakes in Lindsay, Ontario. We developed full curriculum for teaching the Art Alive software to students in schools and the Gallery invited schools from around the Kawartha Lakes to come and participate. We conducted 3 training sessions in April and May 2017 to teach the GOKL staff *how* to teach our curriculum and then assisted in teaching it on June 12 and 26th to three different classes from around the Kawartha Lakes.

## 2167

2017/2018 began with full steam ahead work on the 2167 project, specifically the project of Danis Goulet called "The Hunt". As our lead on the project left the organization on March 31st 2017 with illness we did what we could to support the project into April and May and see it to completion. Pinnguaq Association invested an estimated \$4,500 in cash and about \$11,000 in wages for staff to see the project through, in addition to the \$20K raised.

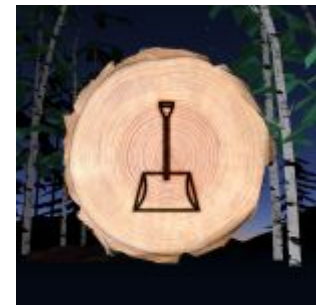


The project debuted at the TIFF Bell Lightbox in October 2017 and toured across Canada after that.

## Sesqui: Canada 150 Release



Pinnguaq Association, along with Pinnguaq Technology Inc supported the development of the Sesqui project for Canada 150. Primarily a Technology Inc project, this project was released in the summer of 2017 and featured a lot of support from the Association side as well around education and support into Nunavut.



A number of films were completed by both Tech and Association (with some early work from Pinnguaq Productions in 2016) and the projects "Polarman" and ATCR: Indian City were featured as official selections at HotDocs in 2017.

## Bodies in Translation (SHRCC)

2017 saw Pinnguaq asked to join a second SHRCC grant project with the University of Guelph. The work is still very preliminary and it looks like Pinnguaq will be involved in 2020 at some point, but the project is described as follows;

Bodies in Translation: Activist Art, Technology, and Access to Life (BIT), is a multidisciplinary, university-community research project that at its core, aims to cultivate and research activist art.

## Health NU

Pinnguaq Association, Pinnguaq Technology Inc and Qaujigiartiit Health Research Centre collaborated on the App “Health NU”.

Released September 17 2019, Health NU contains information that is relevant and useful for new members of the healthcare workforce in Nunavut and was developed from the voice of our Nunavut communities. As such, it contains information about working and communicating in a multilingual environment, the organization of the health system, the Inuit historical context of our region, important aspects of health care practice, and values and expectations in the health care setting. It also includes useful community-specific information including maps, phone numbers, information pages, weather information, ways to get involved in the community, and things to pack.



## Computers for Schools

In 2017/2018, the CFS Program was a growing success. Full reports are available to the board, but our continued relationship with Computers for Success Nunavut has allowed the program to deliver over 200+ computers to Nunavummiut by the end of 2017/2018.

In 2017/2018 we released an official website at <http://www.cfsnunavut.com>, we delivered 30+ computers to students starting at Nunavut Sivuniksavut and provided computers to Nunavut based NGOs like Inspire Nunavut and to Pangnirtung based small businesses.



We are continuing to explore a relationship with the Arctic College to refurbish computers in territory and were able to access funding called the “Technical Work Experience Program” (TWEP) to hire interns in the organization.

## iSparx

This year we also began conversations with a new department at York University around the iSparx Project. Starting in August 2017 we met with Yvonne Bohr, the lead for this project and explored our possible involvement. By March 2018 we had developed the framework of a deal for this project and will be involved for the next four years.

iSparx is a youth-led project to design and test an Inuit computer game that builds resilience and promotes mental health. Pinnguaq will be partnering with the iSparx project in 2018 to conduct consultations in Nunavut and then work with Pinnguaq Technology Inc to develop a reskin and new version of the game for Nunavummiut.

## CANCODE

For the first time in Canadian history a fund was created just to support Coding in Canada. On July 26th 2017 Pinnguaq submitted a request for \$1.7 Million Dollars to the Federal Government for an estimated \$2.4 Million project. It was fully approved and awarded Dec 8th 2017 and hiring began in earnest to see this project through in Q4 of this year. The majority of this fiscal year has focused on hiring. We brought on a full time curriculum and development managers, as well as program delivery staff and a program coordinator. We also conducted the following sessions;

- NS Training Session - March 16-17 we conducted two days of training with the intent of hiring from these sessions. We worked with five NS students and trained many of our own existing staff. We believe we will be able to hire at least two, if not three staff this coming summer to deliver the program.
- Rankin Inlet March 19-23 2018 - Pinnguaq hosted a te(a)ch session that we called "The best one yet" (it would be then exceed by Arctic Bay the next week). A full report is available in a blog on our website at <https://pinnguaq.com/rankin-inlet-teach-the-best-one-yet/>
- Arctic Bay - March 26- 30 2018 - Brandon Bunnie, Chelsea Singoorie and Taha Tabish immediately flew to Arctic Bay to host a session with the youth there. Five days of strong coding session

## Startup Canada Awards

Rather unexpectedly and quickly we were nominated and then won “Best Social Enterprise” for the entire North (the Territories). It was a combination of Tech and Association that won and our unique working relationship was celebrated. The night of October 20th in Ottawa we were awarded “Best Social Enterprise” in all of Canada and Brandon Bunnie, Hailey Bennett and Ted Gerry accepted the award on our behalf.



## Uqalimaarluk

As apart of that unique relationship, Pinnguaq Association worked closely with Pinnguaq Technology Inc to develop “Uqalimaarluk” with the Nunavut Literacy Council. It was released. Released Feb 28 2018 it is an Inuktitut storytelling app. Uqalimaarluk makes available books in Inuktitut to promote literacy and encourage reading. Available only on iOS so far, it will be available on other devices later into 2018.



<https://pinnguaq.com/uqalimaarluk-read-to-me-released-on-ios/>

## Events

Travel in 2017/2018 was all around the world and featured important moments with politicians and to get our finances in order! A summary as follows;

- Bit Bazaar (August 2017)- Toronto, Ontario. A gaming convention thrown by our friends at Gamma Space. We showcased Art Alive and Singuistics.
- Iceland (October 2017)- At the request of the Canadian embassy in Norway, Ryan Oliver attended. Global Affairs Canada hosted Ryan at the “Arctic Circle” event. Ryan spoke on a panel about “Innovation For Sustainable Development” and to meet with Ambassador Stephane Dion and Minister Carolyn Bennett. Ryan showed off Singuistics to the dignitaries in attendance and hosted a booth throughout the show to showcase Pinnguaq Apps.
- Winnipeg (Nov 30-Dec 2 2017)- Radically Shifting Our Indigenous Futures. Ryan Oliver and Hailey Bennett attended this event to host a portion of the “Arcade” that was featured at the Winnipeg Art Gallery. Pinnguaq Apps including Art Alive, Singuistics, and Honour Water were showcased.
- Norway (January 21-25 2018)- Chelsea Singoorie attended the Arctic Frontiers Festival at the request of Global Affairs Canada in Norway. She hosted a panel with other Nunavummiut.
- Ottawa (Jan 31- Feb 3 2018)- Northern Lights Trade Show. Pinnguaq attended Northern Lights for the third time in a row and hosted a booth to show off the apps and te(a)ch program.
- Yellowknife (Feb 16-17 2018)- Finance Meetings. In February 2018, Ryan flew to Yellowknife to meet with board member Laura Arngna’naaq. We spent two days preparing back taxes and begin to take proper control of the associations past finances.
- Iqaluit (Feb 26- March 1 2018)- Climate Change Consultations. At the request of Qaujigiartiit, Ryan Oliver and Reagan McFadden consulted and supported the running of a Climate Change consultation hosted by Ryan Oliver and Taha Tabish. The goal was to look at the way communities are monitoring Climate Change and how technology could improve that.



## Locations

Pinnguaq Association moved out of executive director Ryan Oliver's basement on June 1st 2017 with a move to 1 William Street Unit 9 in Lindsay, Ontario. Toronto staff currently work out of GammaSpace in Toronto and Pangnirtung and Iqaluit staff are working out of their houses for the time being.

An open house was held for the Lindsay office on December 15 2017 to introduce Lindsay to the organization.

## Staffing

2017/2018 was the year we moved from a few friends supporting a company we loved to a full fledge, proper organization. We began staffing up around October and really pushed after December when we had CANCODE support confirmed. We created new linkages for staffing support VCCS in Lindsay, the TWEPP program federally. We have yet to explore anything with Nunavut.

One blog post on the new staff we hired is available here:

<https://pinnguaq.com/introducing-new-staff/>