

Eeyou Eenou NEWSLETTER

GRAND COUNCIL OF THE CREES (EYYOU ISTCHEE) / CREE NATION GOVERNMENT

ᑭᑭᑭᑭᑭᑭ | MARCH 2024

ISSUE 1

In this issue:

EYYOU ISTCHEE LIFESTYLE

An interview with the
creator of Eeyou Istchee
Lifestyle Raymond Jolly



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What's in this ISSUE

**MARCH ISSUE | CREE LANGUAGE
MONTH**

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Event Highlights

In January the Cree-Innu Summit happened in Chisasibi, Eeyou Istchee. We bring you highlights as well as news on the 1st Indigenous Women's Leadership Conference

03

ASD Website Relaunch

Apatisiwin Skills Development has relaunched their website. See what new features are here to serve you

02

Cree Language Month

March is Cree Language Month in Eeyou Istchee. Cree Language Month offers a great opportunity to get out, explore and celebrate our culture and language

03

Understanding Bill C-92

The Canadian Supreme Court's recent decision is upholding the force of Bill C-92, reaffirming the law does function within the rules of the Canadian Constitution

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Year of the Cree Economy

Highlighting this year's theme: Strategic Enhancement of the Eeyou Eenou Economy

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Youth Profile: Eeyou Istchee Lifestyle

This newsletter features Raymond Jolly, a youth entrepreneur that is behind the popular brand Eeyou Istchee Lifestyle. Raymond shares his experience building a brand and business in Eeyou Istchee

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Funding Highlight - Gilles Matoush

We sat with Business Officer breaking down everything that you need to know when starting a business in Eeyou Istchee

COVER:

*Thank you to Raymond Jolly
for providing the image for
this issue's cover*

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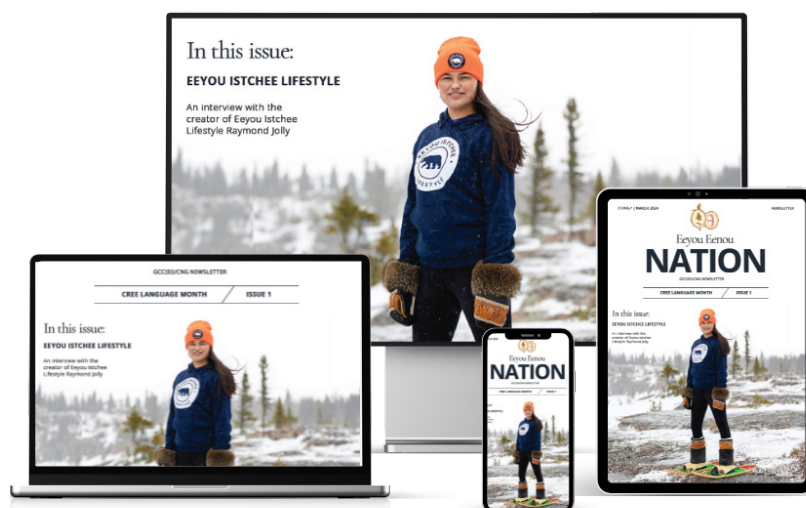
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LATEST ISSUES



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PAST AND UPCOMING EVENTS



1st Indigenous Women's Leadership Conference is
hosted in Montreal | March 8-9, 2024

In collaboration with the Grand Council of the Crees (Eeyou Istchee), the Cree Women of Eeyou Istchee Association (CWEIA) provided a first ever unique opportunity for Cree women interested in leadership. The association assembled a host of powerful Indigenous women in governance positions representing Indigenous Nations from all over Quebec for the 1st Indigenous Women's Leadership Conference.

Recognizing that many women face barriers in leadership positions, the two-day event offered speeches and a safe space for informative panel discussions with prominent female leaders sharing their experiences and successful practices. Attendees were also invited to participate in bonding and empowering workshops offering leadership training and valuable networking opportunities.

Among the keynote speakers were Cree Nation Grand Chief Mandy Gull-Masty, Lieutenant Governor of Quebec Manon Jéannotte of the Mi'kmaq Nation of Gespeg, National Chief of the Assembly of First Nations Cindy Woodhouse Nepinak, and Grand Chief of the Mohawk Council of Kahnawake Kahsennenhawe Sky-Deer.

The Cree Nation Government and the Office of the Grand Chief were proud to support this event and would like to thank the rest of the sponsors for making it such a success. Thanks to Apatisiwiin Skills Development, CWEIA, Secrétariat Condition Féminine, CHBSSJB, Board of Compensation, CNACA, HEC Montreal, AFNQL and Gookumnuuch Advisory Paataksuun.



UPCOMING EVENTS

Stay connected through www.cngov.ca



FORUM ON RESEARCH IN EEYOU ISTCHEE

MARCH 19-20, 2024

Hosted in Ouje-Bougoumou, Eeyou Istchee the forum will provide an opportunity to discuss the creation of the Cree Research Institute and it's role within our communities, entities and governance.



BOARD COUNCIL CHIBOUGAMAU

MARCH 20-21, 2024



Meeting of the Grand Council of the Crees (Eeyou Istchee)/Cree Nation Government in Chibougamau, Quebec. You can join us online through our Vimeo stream, or listen online through the James Bay Cree Communication Society.

[View the livestream page for this event](#)



REGIONAL CLIMATE CHANGE FORUM

APRIL 9 -11 , 2024

The Environment and Remedial Works Department is excited to host participants in Ouje-Bougoumou for three days of Cree climate action!

With diverse participation from land users, Youth, Elders, community representatives, local organizations and government entities, discussions between the 150 expected participants are sure to be empowering and productive.

[Learn more: Cree Regional Climate Forum 2024](#) | [Cree Nation Government \(cngov.ca\)](#)

ΔΕΠΠΟΔ

CULTURE

CELEBRATING CREE LANGUAGE MONTH

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March is Cree Language Month. It is celebrated in the Cree territory as a time to bring awareness of the need to maintain our language and recognize the profound value it holds to us as a distinctive Indigenous people.

Our language echoes throughout the land and flows through the streams and rivers of Eeyou Istchee. It is our connection to our past and ancestors, but it is also a pathway to a prosperous future as a strong Indigenous nation.

It brings us great pride to know that most of our population of Eeyou Istchee are language speakers and the few who are not are surrounded and immersed in the language daily. Our language is our foundation, it is everywhere. The Cree language is entrenched throughout our education and childcare systems from our daycares to our high schools. It is in our justice system where we have Cree speakers in our police force and in our justice buildings, everyone has the right and opportunity to be addressed in the Cree language. Cree is spoken in our health system in every community clinic and hospital, ensuring our Elders get the best care. The official language of all government activities is Cree, whether it be local, or regional within the Cree Nation Government.

Cree language will always be an integral part of our society, whether or not you are among the thousands of Cree speakers in our territory. We encourage everyone across Eeyou Istchee to do your best every day to ask questions, learn a little more, and teach a little bit of Cree to our children.

We are a powerful nation with deep-seated ties to our language and culture and our commitment to preserving our language will endure into the future for all generations.

ΓΡΥΔΛΡ | MARCH 2024



GOVERNANCE

STRATEGIC ENHANCEMENT OF THE
EYYOU EENOU ECONOMY**Anthony Macleod, Director of
Commerce and Industry**

presented to members of Board
Council the 2024 year of Strategic
Enhancement of the Eeyou
Eenou Economy in partnership
with the Chairperson of the Cree
School Board, Dr. Sarah Pash and
Chairperson of the Cree Board of
Health and Social Services Bertie
Wapachee



***Since time immemorial we have been in control of our own destinies, but that power
was interrupted through colonization when we, like all First Nations across Canada,
were excluded from being full and active participants in the economy.***

The Cree Nation Government (CNG), the Cree Board of Health and Social Services of James Bay (CBHSSJB) and the Cree School Board are calling on all entities in Eeyou Istchee to join in a collaborated union to strengthen the Cree Nation by promoting strategic economic development in Eeyou Istchee.

The CNG, CBHSSJB and CSB are again combining forces by declaring 2024 as the Year of Strategic Enhancement of the Eeyou Eenou Economy.

A resolution affirming these efforts was passed at a Cree Nation Government Board Council meeting in January.

As stewards of this land, the resolution affirms it is paramount that we be strong active participants in all aspects of economic development on our traditional lands as stated in the United Nations Declaration on the Rights of Indigenous Peoples.

Cree decision-making in all commercial activities in our land is required if we are to preserve and enhance the resilience of our language and Cree way of life.

Since time immemorial we have been in control of our own

destinies, but that power was interrupted through colonization when we, like all First Nations across Canada, were excluded from being full and active participants in the economy. This was due to laws and policies designed to assimilate First Nation peoples and erode our territories.

Social determinants like education, revenue and employment levels can account for between 30-55% of health challenges meaning that individuals with limited income are more likely to experience difficulties such as a higher prevalence of acute and chronic diseases and mental health issues.

Strategic efforts with all the entities of Eeyou Istchee will be combined to address the maximization of Cree spending authority, emerging Cree markets, enhancing Cree supply chains and other aspects of a strong resilient Cree economy.

Keep an eye out this year for further information and news of upcoming events and activities related to the Year of Strategic Enhancement of the Eeyou Eenou Economy.

"The strength of the Cree economy lies not just in the richness of our natural resources, but in the wisdom to balance sustainable development with cultural integrity, creating a resilient and harmonious prosperity for generations to come."

Grand Chief Mandy Gull-Masty

MAP OF IDEAS



EMERGING OPPORTUNITIES

Sectoral Opportunities
Cree Owned Infrastructure
Real-estate and market housing
Economic Prioritization of Cree Businesses



ENTREPRENEURSHIP PRIVATE SECTOR

Program Improvements
Local Equity Funds
Training and Mentorship
Professional Strategic Partnerships with CSB and CHBSSJB



SUSTAINABLE DEVELOPMENT

Mining critical and strategic minerals
Forestry & Non-commercial products
Renewable Energy
Eco-Cultural Tourism



SOCIAL ECONOMY

Education, promotion and assistance
Platform for governance
Community markets
Circular Economy
Partnering with not-for-profits
Special interest groups: women, elders, land-users



SPECIAL INITIATIVES

Business Scholarships
Youth Entrepreneurial Case-Study
International Cultural Forum Exchange/C2MTL
Buy-Eeyou Istchee Campaign



COMMUNITY INITIATIVES

Community Economic Plans
Working with Economic Development Departments
Buy-Local Campaigns
Promotion of Local Cree Business

"As the organization responsible for the health and well-being in Eeyou Istchee, we are looking forward to bring our knowledge and expertise to the work ahead for the upcoming year aiming to enhance the Eeyou Eeou economy. With our teams and partners, we are committed to working towards the same goals so that individuals, families and communities achieve Miyupimaatisiun, reflective of Nishiiyuu."

Bertie Wapachee, Chairperson
Cree Board of Health and Social Services of James Bay

"The Cree School Board's role in capacity development, through education and training, is key to the future of our young people, our communities, and our nation. We strive to develop knowledge and skills that will enable students to benefit from economic development initiatives within our communities and to manage their own economic future. We also work to empower students with knowledge of our traditional economy and the strength of our economic history as a Nation, while ensuring that they are able to make decisions about future economic development from an Eeyou perspective and based in Eeyou Values."

Dr. Sarah Pashagumskum, Chairperson
Cree School Board



Gilles out of the department's head office in Mississauga. He says the three main funding programs offered are the CSERT (Cree Social Economy Round Table) for non-profits, the RDF (Regional Development Fund) for regional projects and, the most popular, Cree Entrepreneurship Assistance Fund (CEAF), funding Cree businesses.

APATISIWIN SKILLS DEVELOPMENT RELAUNCHES THEIR WEBSITE

WELCOME TO

APATISIWIN SKILLS DEVELOPMENT



www.apatisiwin.ca is the best online location to find tools and information specifically designed to help the people of Eeyou Istchee increase their employability and advance their careers. You will find detailed information on our programs and services, contact information for our employment counselors, and the largest Job Board in the entire territory.

01 Programs

ASD offers programs that cater to the needs of employers, employees, and those who are just entering the workforce. From funding for science and technology engagement programs to career advancement training and support for entrepreneurs starting their own businesses, you can find all the detailed information and requirements on ASD's site. Simply use the menu at the top of the website to browse all of the many programs offered. You will be able to download all relevant forms and documents and contact our knowledgeable staff, who will help guide you through the application process.

02 Services

With offices in each of the ten communities, ASD offers employment counseling services to everyone looking to find meaningful and sustainable employment. Employment counselors have an excellent understanding of the opportunities available in your community because they are also a part of those communities. ASD staff is always ready to help you customize a personal career plan, offer in-house seminars and workshops, and get you in touch with the local and territorial employers looking to recruit from the amazing pool of talented community members. You will also likely meet ASD counselors at local job fairs and trade shows or host training sessions with different community organizations.

03 Job Board

If you want new or better employment opportunities, look no further than ASD's online Job Board! Click "Find a Job" from the home page in the main menu and see how many positions that are available for motivated and talented job seekers. You can find it all here, from cooks to coordinators and directors to drivers. We have listings for those looking for part-time jobs or full-time careers, and listings for every level of skill and education. Use the filters on the left-hand side to search by community, vacancy type, education level, and more!

1 JOB LIST

DATE POSTED

- ☐ Last Hour
- ☐ Last 24 hours
- ☐ Last 7 days
- ☐ Last 14 days
- ☐ Last 30 days
- ☒ All

VACANCY TYPE

Email Me Jobs Like These

IT Technician

Posted 2 days ago

Specialism Information Technology

Government Services - IT Technician Location o
Work: Mistissini Status: Permanent, Full-Time CI
Date: March 22, 2024 Core Functions The IT Tech
responsible...

[READ MORE](#)

The Canadian Supreme Court's recent decision is upholding the force of Bill C-92, reaffirming the law does function within the rules of the Canadian Constitution.



Bill C-92, An Act Respecting First Nations, Inuit, and Metis Children, Youth and Families, came into effect January 1, 2020. It was enacted by Parliament to address the mass overrepresentation of Indigenous children in child welfare systems across the country and to establish national standards regarding Indigenous child and family services.

The Cree Nation Government was pleased with this decision as it affirms what we have always known as a nation, that we are most qualified to care for our own children by delivering culturally appropriate child and family services.

The Act is also in line with the principles of the United Nations Declaration on the Rights of Indigenous Peoples and directly addresses one of the main calls to action by the Truth and Reconciliation Commission.

Call to action 1 on Child Welfare states: "1. We call upon the federal, provincial, territorial, and Aboriginal governments to commit to reducing the number of Aboriginal children in care by: ii. Providing adequate resources to enable Aboriginal communities and child-welfare organizations to keep Aboriginal families together where it is safe to do so, and to keep children in culturally appropriate environments, regardless of where they reside."

This is a step towards advancing reconciliation with non-Indigenous peoples in Canada by recognizing that keeping Indigenous children with their Indigenous families and culture is essential to our self-government and the recognition of our distinctiveness.

This judgement is a victory not only for our children in care in the Cree Nation but for Indigenous children and families across the country giving force of law to Indigenous laws. It reaffirms Indigenous jurisdiction over our rights and future as a nation and validates our initiative to develop a distinctively Cree youth protection system adapted to our values, culture and realities and based on our treaty rights under the James Bay and Northern Quebec Agreement. Although the province of Quebec agreed with the fact that the improvements would lead to greater autonomy for Indigenous peoples in the province, it did not agree with the federal government unilaterally imposing the law on them, arguing all the way to the Supreme Court of Canada that Bill C-92 was unconstitutional.

The ruling recognized the constitutionality of the Act as an inherent right to self-government over child and family services, under section 35 of the Constitution. It may validly affirm that any laws we chose to enact will take precedence over laws currently in place by the government of Canada or the province of Quebec.





PEOPLE

AN INTERVIEW WITH THE CREATOR OF
EYYOU ISTCHEE LIFESTYLE

Raymond Jolly



In line with this year's theme of Strategic Enhancement of the Eeyou Eenou Economy, we will be featuring inspirational entrepreneurs and offering insight into successful businesses in the nation. We recently spoke with Cree entrepreneur Raymond Jolly to discuss his clothing retail business, Eeyou Istchee Lifestyle.

Not only is he a businessman, but Raymond is also his community representative on the Board Council of the Grand Council of the Crees/Cree Nation Government. He is 24 years old from the community of Waskaganish.

Eeyou Istchee Lifestyle is a clothing brand business Raymond started on May 24, 2021. He owns a retail shop in Waskaganish but also provides 'pop-up shops' in communities and has a website for online orders.

01 What prompted you to start Eeyou Istchee Lifestyle?

I always wanted to start a business, but I wasn't sure what. I wanted to do something I was passionate about. Something I loved. I came up with an idea about embracing who we are as an Indigenous people. That is what my brand is about. Being proud of who we are and we try to showcase that through clothing and social media.



EYYOU ISTCHEE LIFESTYLE

02 How did the business get started?

I invested around \$5,000 just for inventory and a laptop and I kept re-investing the revenue created back into buying more inventory and it just grew from there.

03 Did you have help?

I had friends and family that volunteered modeling, picking up inventory, driving inventory to places and they also helped with the pop-up shops.

04 Were you provided any grants?

In the beginning, no. But I did get a \$10,000 grant from the band and I actually won \$10,000 at a business event. So all of that went into my business.

I also get assistance from Apatisiwin Skills Development that allows me to work on my business full-time and it helps pay the salary of one employee.

Raymond works with Cree models, and photographers from across Eeyou Istchee to build his distinct brand. Eeyou Istchee lifestyle offers clothing that reflects pride in the Cree way of life and empowerment.

-Photo Credit: Eeyou Istchee Lifestyle





Do something they love or are passionate about. It's important because it forces you to be further motivated and persistent.

”

05 You have been in business almost three years now, how is it going?

Right now, we are in the process of moving the store to a new spot because we have outgrown our current retail space. It will still be at the same location, at the Waskaganish mini mall, but in a larger unit that we are busy renovating.

06 What would you say to other perspective youth entrepreneurs in Eeyou Istchee?

My advice to youth wanting to start a business is to do something they love or are passionate about. It's important because it forces you to be further motivated and persistent.

You will have extra knowledge and expertise and you will love what you do even more.

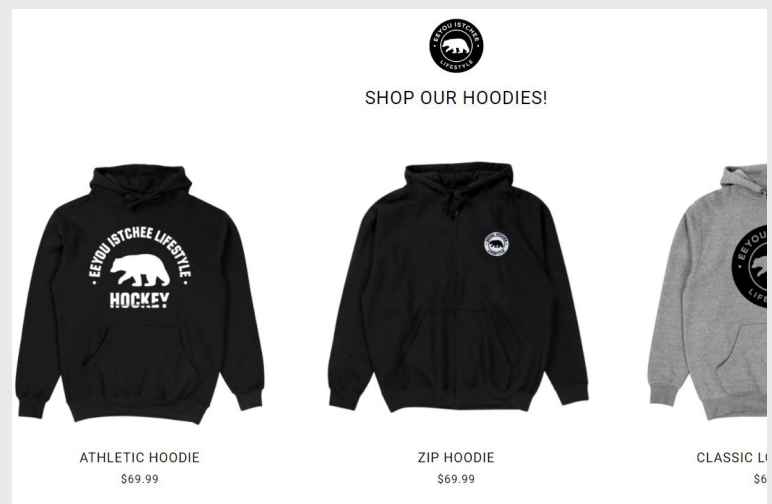


Learning More About Eeyou Istchee Lifestyle

At the time of this interview, Raymond's next pop-up shop destination was Chisasibi for the Annual Senior Hockey and Broomball tournament.

Eeyou Istchee Lifestyle shops have so far been to the communities of Chisasibi, Wemindji, Nemaska and Mistissini.

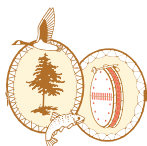
Congratulations to Raymond on his successful business venture and be sure to watch out in the near future for an Eeyou Istchee Lifestyle pop-up shop coming to your community.





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NEXT ISSUE: MAY 2024



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Grand Council of the Crees (Eeyou Istchee)
Grand Conseil des Cris (Eeyou Istchee)

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