

Eeyou Eenou

# NEWSLETTER

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

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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**

**01**

## **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

**03**

## **Year of the Cree Economy**

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

**04**

## **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

**03**

## **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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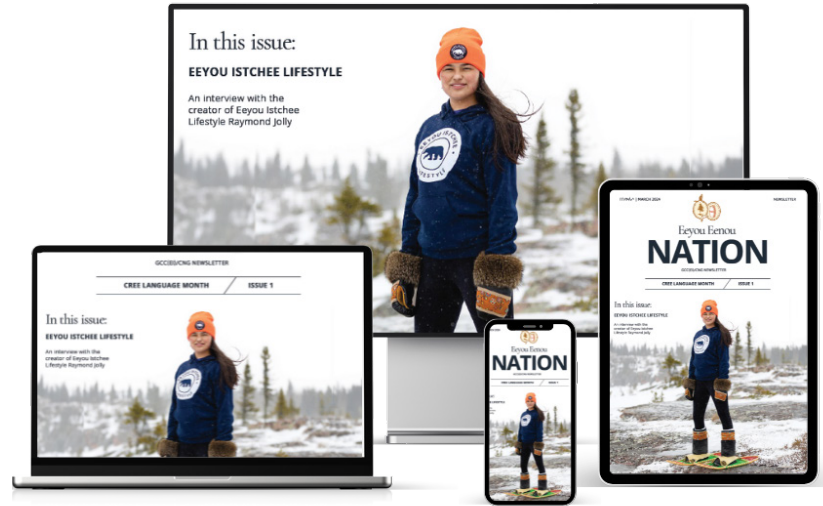
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## PAST AND UPCOMING EVENTS



## 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 Jeannotte 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 Apatisiwin Skills Development, CWEIA, Secrétariat Condition Féminine, CHBSSJB, Board of Compensation, CNACA, HEC Montreal, AFNQL and Gookumnuuch Advisory Paataksuun.





# Traditional Mutual Understanding on the Harvest of Caribou for the year 2024

***The Cree Nation of Eeyou Istchee, the Cree Nation of Chisasibi and the Innu Nation have agreed to reduce the annual Leaf River Caribou hunt to allow the herd to recover from the aftermath of the traumatic and devastating 2023 forest fires.***

The decision was made at a nation-to-nation summit held in Chisasibi on January 9 and 10, 2024. One of the subjects discussed was the agreement permitting Innu hunters to hunt caribou on Cree traditional territory.

The Maamuu nistuhtimuwīn/ Matīnueu-mashīnaikan atīku euauīnakanīt agreement, which translates to “Mutual understanding on sharing caribou”, was signed between the two nations in 2022 and allows the Innu an annual harvest of 300 caribou per year. This year that number has been reduced to 50 because of the forest fires.

The recommendation came directly from consultation with the Chisasibi tallymen.

*“With empathy and unity, we must offer the caribou the opportunity to recover and adapt, especially amid growing climate challenges,”*  
- stated Chisasibi Chief Daisy House.

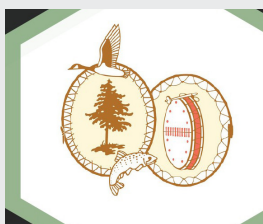
Leaders present at the summit also discussed management strategies for the George River and Leaf River caribou regarding the Ungava Peninsula Caribou Aboriginal Round Table (UPCART) strategy for the conservation of the Ungava caribou.

The UPCART was initiated in 2013 with member nations including the Cree, Innu, Naskapi and Inuit of Quebec to address the concerns for the dwindling herds.



# UPCOMING EVENTS

Stay connected through [www.cngov.ca](http://www.cngov.ca)



## FORUM ON RESEARCH IN EYYOU 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 27-28, 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 \(cngov.ca\)](#)





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## 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 Eenu economy. With our teams and partners, we are committed to working towards the same goals so that individuals, families and communities achieve Miyupimaatsiun, 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**





## APATISIIWIN SKILLS DEVELOPMENT RELAUNCHES THEIR WEBSITE

WELCOME TO

### APATISIIWIN SKILLS DEVELOPMENT



*www.apatisiiwin.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!

#### I 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 Cl  
Date: March 22, 2024 Core Functions The IT Tech  
responsible...  
[READ MORE](#)







## 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.





# EEYOU EENOU

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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