



# Engaging Virtually and Meaningfully with Diverse Groups

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*The business of sustainability*



## True National Champion: Canadian Led, Canadian Headquartered, Community Oriented

### Agnico Eagle – Ontario, Abitibi and Nunavut Regions

**75%**

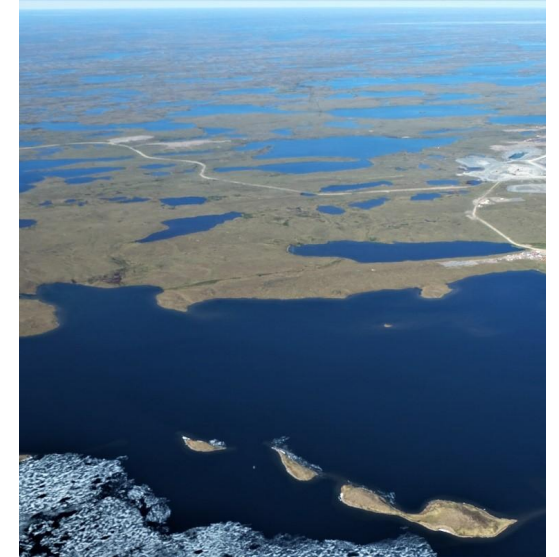
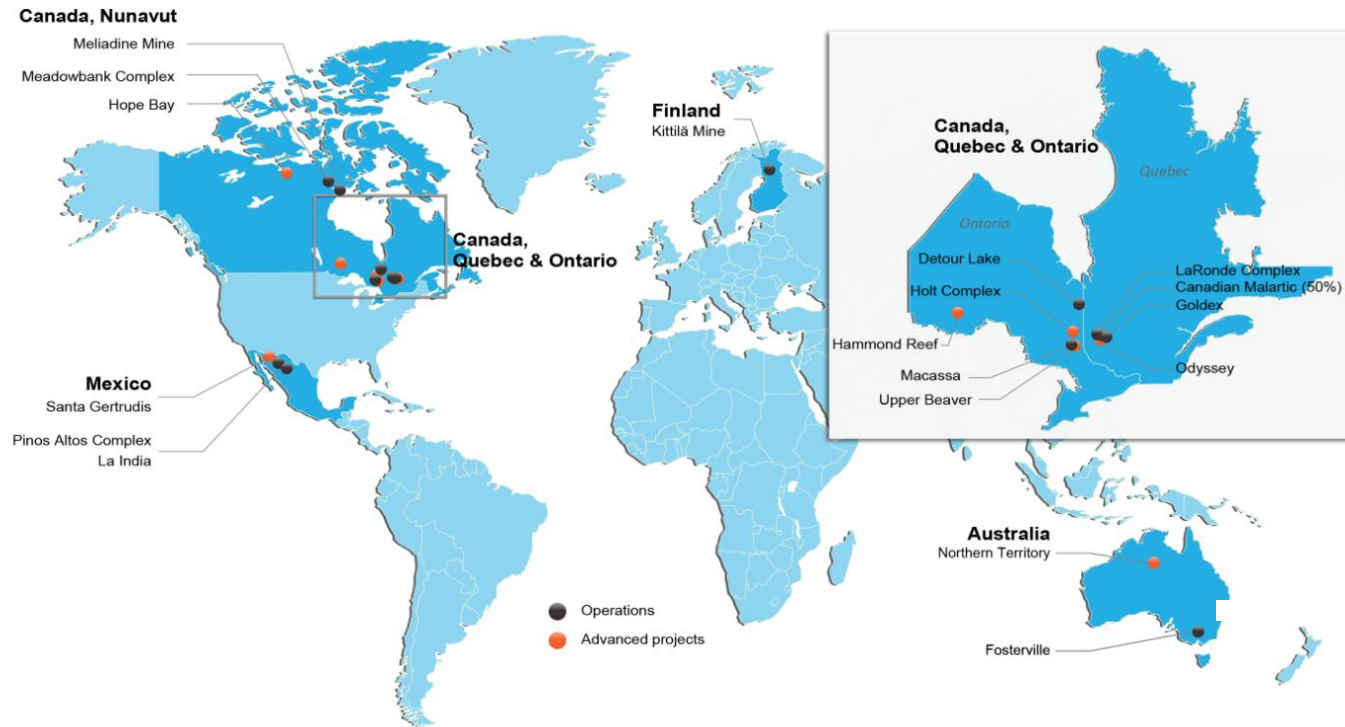
of Agnico Eagle's total gold production

Over **13,000**  
employees and contractors

**>\$2B**

Spending (Capital and Expenditures)\*

**7 Canadian  
Operating  
Mines**



# At ERM, sustainability is our business.

As the largest global pure play sustainability consultancy, we partner with the world's leading organizations, creating innovative solutions to sustainability challenges and unlocking commercial opportunities that meet the needs of today while preserving opportunity for future generations.

Work with  
**over 50%**  
of the Global  
**Fortune 500**  
companies

Projects in  
more than  
**170 countries**

Collaborative  
approaches to  
**sustainable  
development  
in the North**

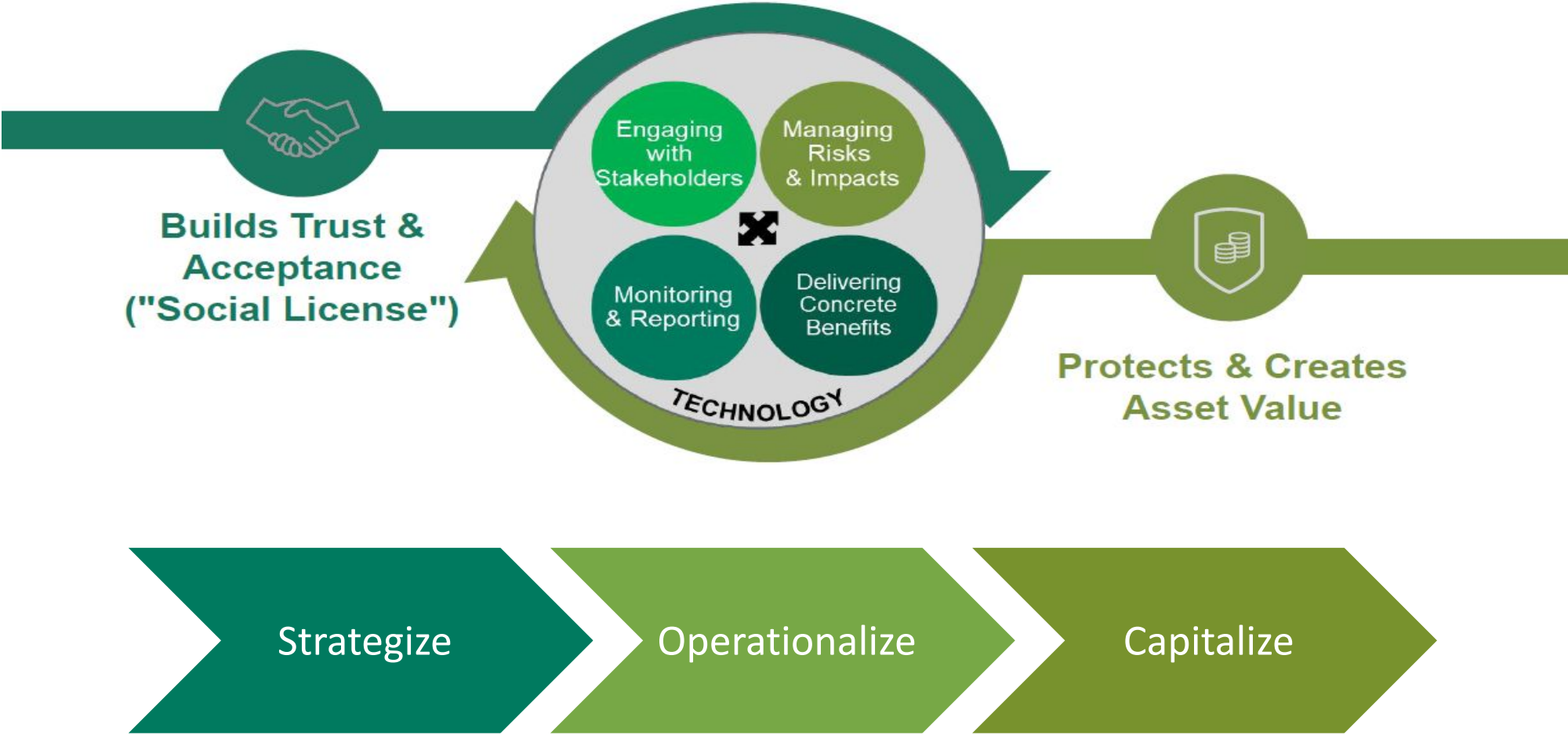
**50-year**  
history

Strong collaborations with:



and many others...

# COLLABORATION MOVES AT THE SPEED OF TRUST



Agnico Eagle in Nunavut has aligned its engagement practices with the guiding principles set forth by the Nunavut Impact Review Board (2020):

- Consultation should be part of an **ongoing relationship** between the Proponent of a project proposal and the communities.
- Consultation is a **two-way communication** process.
- Consultation leads to **action**.



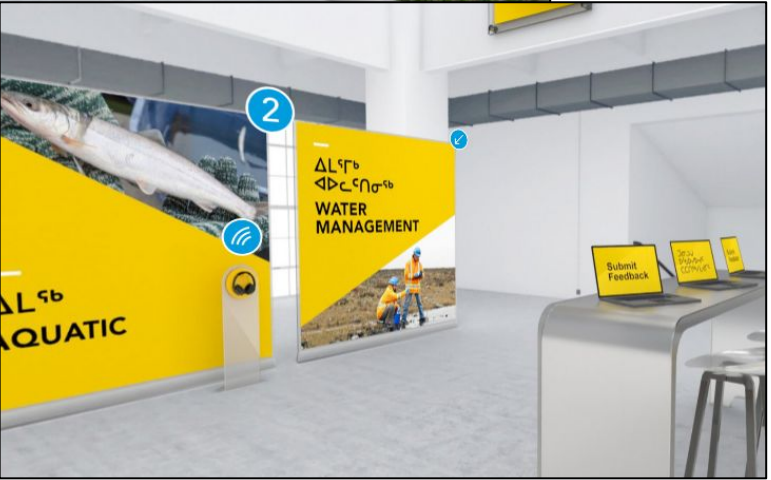
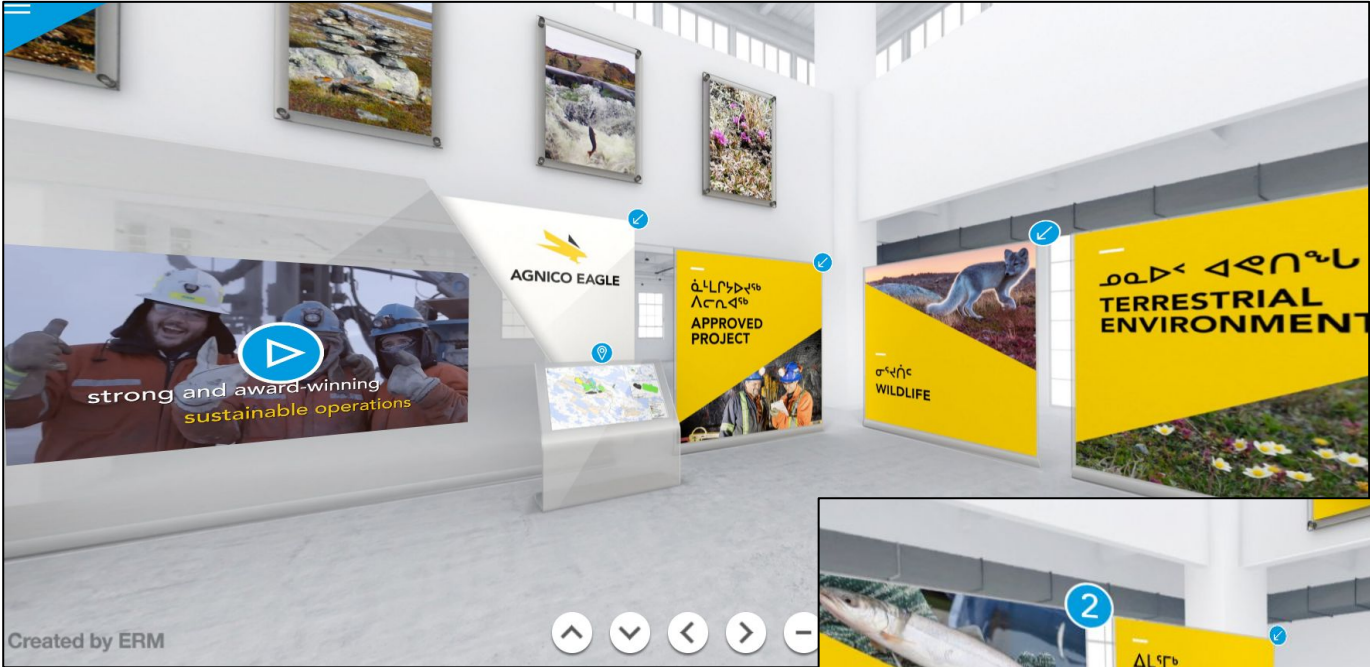
## DRIVERS TO DIGITAL INNOVATION

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- Importance of maintaining two-way communication process with Regional Inuit Association and communities.
- Societal expectations on how companies engage, build trust.
- Regulator expectations on consultation.
- Engagement fatigue.
- Shifting demographics to younger community members.
- Shifting travel expectations... A global pandemic!

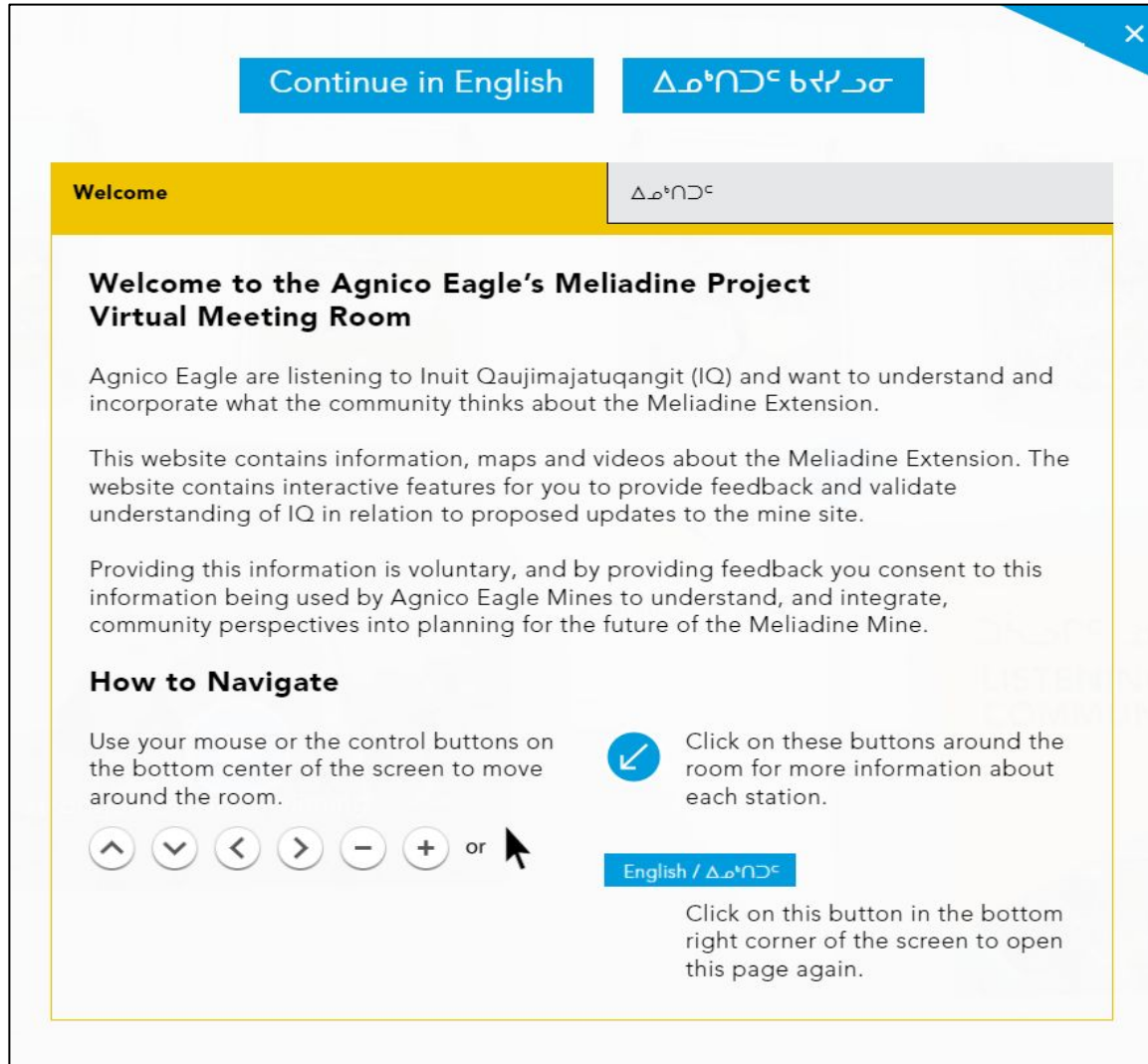


# A RE-IMAGINED ENGAGEMENT PROGRAM DRIVEN BY SUSTAINABILITY AND ENABLED BY TECHNOLOGY



<https://meliadinevnr.agnicoeagle.com/>

# MELIADINE EXTENSION – CASE STUDY



Continue in English / ᐃᓄᐱᑦᑎᑦᑎᑦᑎᑦ

Welcome / ᐃᓄᐱᑦᑎᑦᑎᑦᑎᑦ

### Welcome to the Agnico Eagle's Meliadine Project Virtual Meeting Room

Agnico Eagle are listening to Inuit Qaujimagatuqangit (IQ) and want to understand and incorporate what the community thinks about the Meliadine Extension.

This website contains information, maps and videos about the Meliadine Extension. The website contains interactive features for you to provide feedback and validate understanding of IQ in relation to proposed updates to the mine site.

Providing this information is voluntary, and by providing feedback you consent to this information being used by Agnico Eagle Mines to understand, and integrate, community perspectives into planning for the future of the Meliadine Mine.

#### How to Navigate

Use your mouse or the control buttons on the bottom center of the screen to move around the room.

Click on these buttons around the room for more information about each station.

English / ᐃᓄᐱᑦᑎᑦᑎᑦ

Click on this button in the bottom right corner of the screen to open this page again.

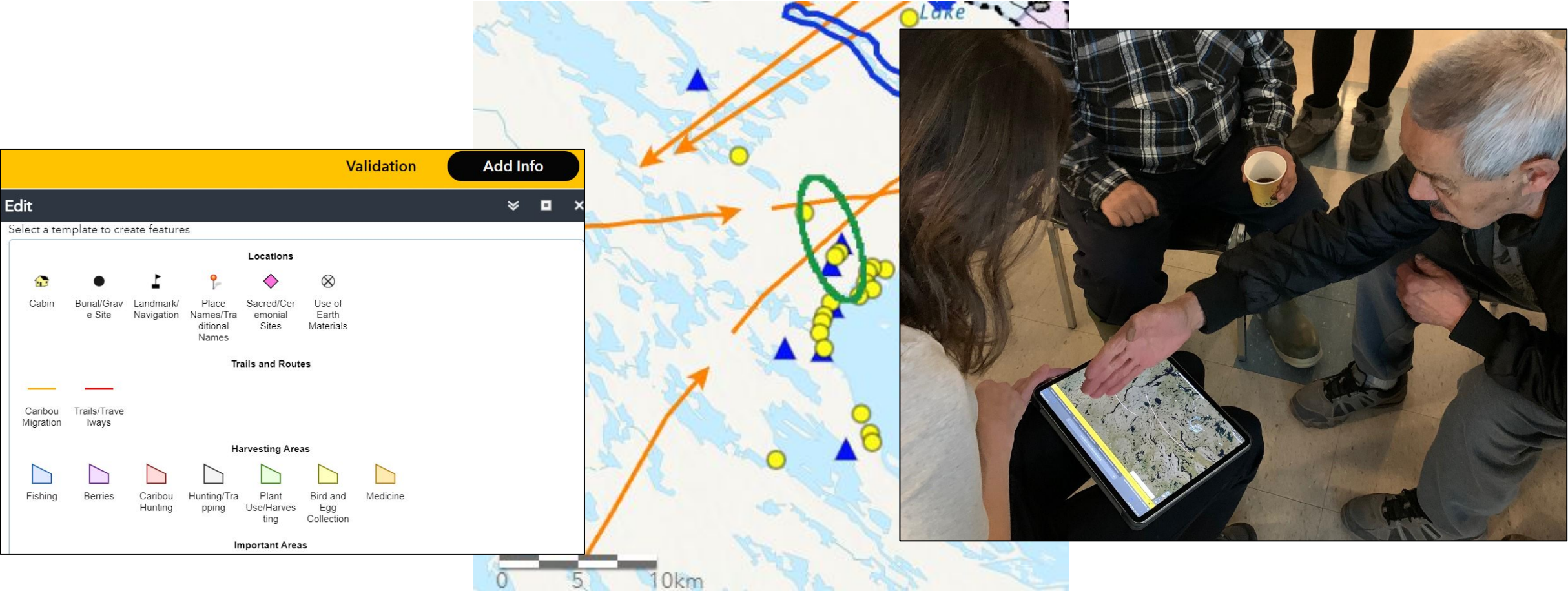
- Including local employees and communities in the initial design phase.
- The digital platform is in Inuktitut and English and features videos, interactive maps, infographics, and text.







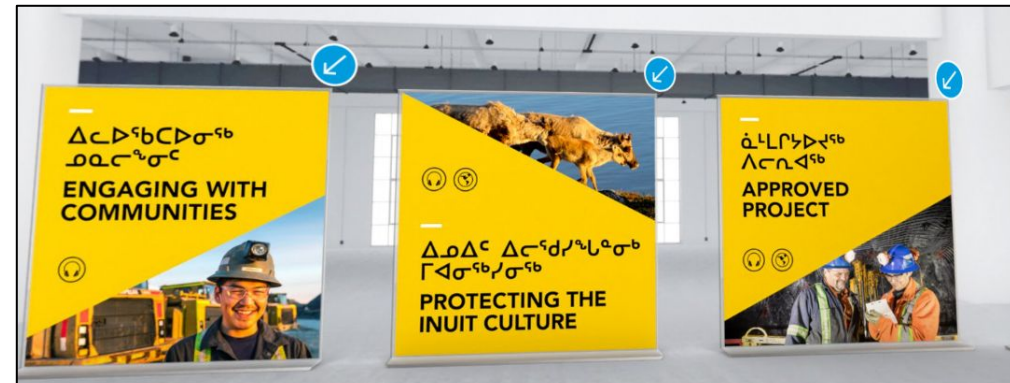
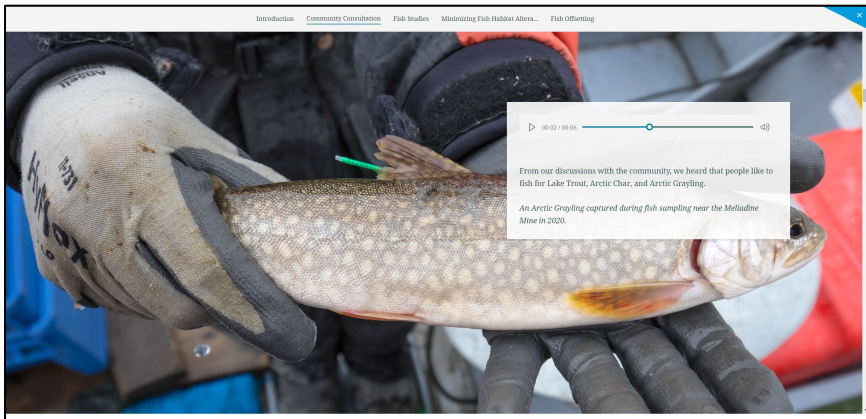
# RESPECTING LOCAL KNOWLEDGE HELPS TO BUILD TRUST



To access the password-protected map application, [click here](#).

# LESSONS LEARNED FROM PUTTING THE CONCEPT INTO PRACTICE

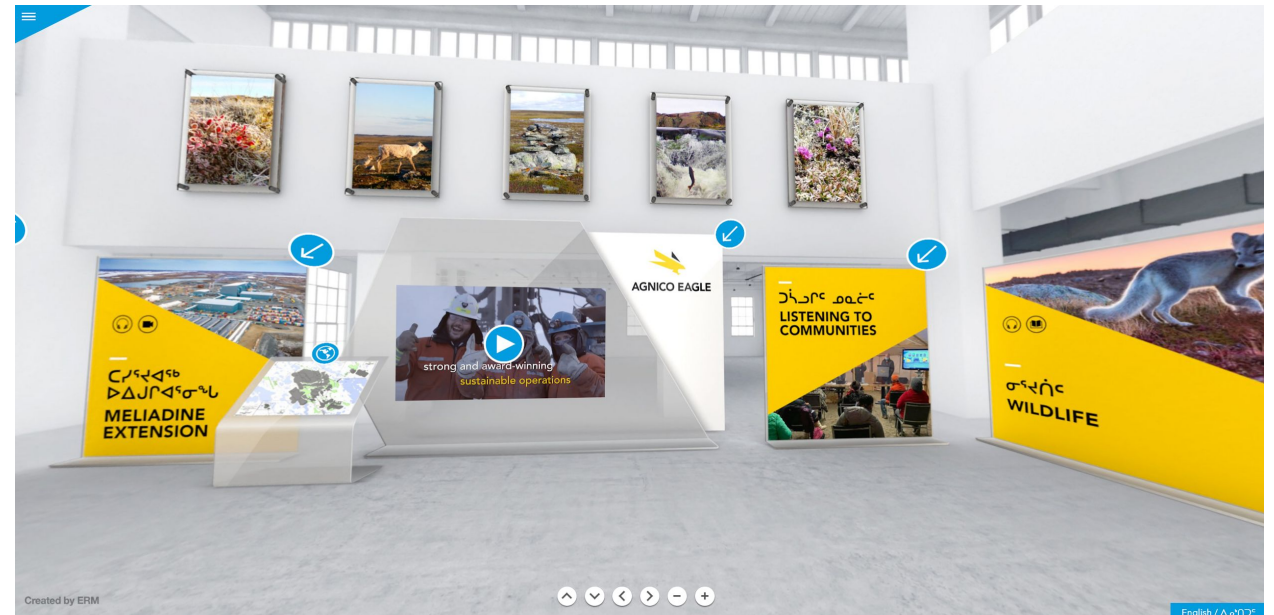
- Addition of audio readers and summaries for every subject.
- Re-design of the room to include icons of what can be found in the banners.



# DIGITAL ENGAGEMENT IMPLEMENTATION PHASE



- Launched in a pandemic with Health and Safety as priority.
- Used as a tool for in-person engagement.
- Accessible 24/7 for in-depth review of materials.



# RESPONDING TO COMMUNITY NEEDS – THE NEXT PHASE



Meadowbank  
Complex Extension

Community  
Engagement

Protecting the  
Environment

Information  
and Feedback



English / ᐃᓄᐃᓂᓂᓂ



0:00 / 0:33

Agnico Eagle has developed a Terrestrial Ecosystem Management Plan (TEMP) that guides activities and assists in keeping wildlife safe. The TEMP is a requirement of the Nunavut Impact Review Board (NIRB) and has also been reviewed and agreed to by the Kivalliq Inuit Association (KivIA), the Government of Nunavut (GN) and the Baker Lake Hunters and Trappers Organization (BLHTO).

Agnico Eagle conducts monitoring and management for wildlife and wildlife habitats, as grouped into the following categories:

- Caribou
- Waterbirds

## How we have incorporated Traditional Knowledge and Inuit Qaujimaqatugangit

Throughout the many engagement activities listed above for the Meadowbank Complex (from 2007 to 2018), Agnico Eagle has documented how the Traditional Knowledge (TK) and IQ information were incorporated into the project. The information included knowledge on the traditional land usage, concerns regarding the various project impacts, and recommendations.

### What We Heard



Important archaeological sites exist along the Whale Tail haul road.

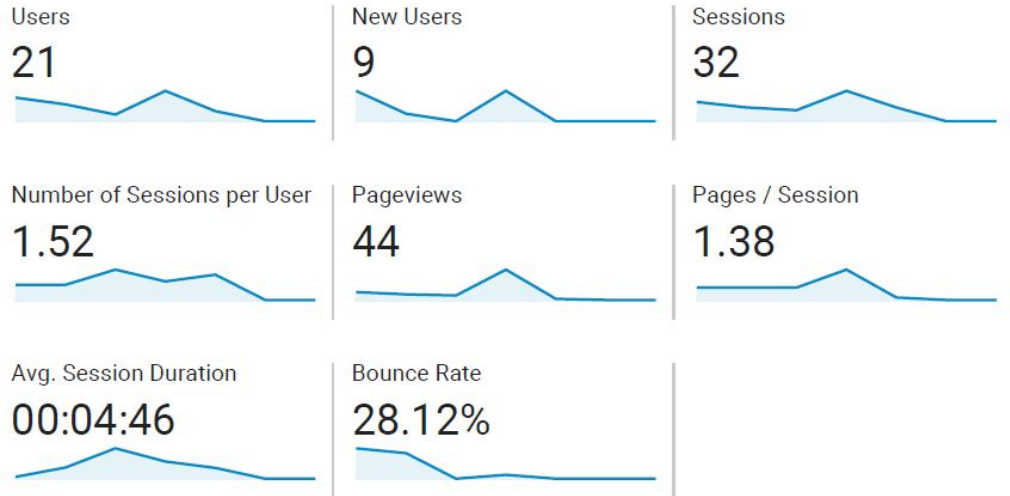
### What We Are Doing

Following discussions with community members, including Elders and the Baker Lake Hunting and Trapping Organization (BLHTO), the route of the Whale Tail Haul road and location of the borrow pit areas were altered to minimize impacts to heritage sites.

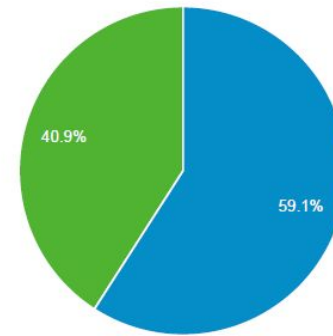
<https://whaletailextension.agnicoeagle.com>



# MONITORING HELPS TO TAILOR COMMUNICATIONS



■ Returning Visitor ■ New Visitor



2. aquaticEnglish	13 (10.74%)	9 (9.78%)
3. instructional-video English	12 (9.92%)	8 (8.70%)
4. terrestrial-environmentEnglish	11 (9.09%)	7 (7.61%)
5. engaging-with-communitiesEnglish	10 (8.26%)	8 (8.70%)
6. approved-projectEnglish	8 (6.61%)	7 (7.61%)

## Example Outputs

# DIGITAL TOOLS CAN SUPPORT MEANINGFUL ENGAGEMENT WHEN ADAPTED TO COMMUNITY NEEDS

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## Expanding our Community Connectivity: Agnico Eagle Launches Digital Ambassador Program

February 23, 2021



- Digital engagement is an important new tool in the engagement toolbox.
- Tools are only useful if they can be adopted by their target audiences.
- Engagement practices must respect the diversity of host communities.
- Virtual engagement does not replace in-person relationship building but will be an important tool moving forward.

# BUILD CONFIDENCE THROUGH COLLABORATIVE PROCESSES



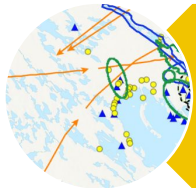
Build capacity and shared understanding

**Piliriqatigiinniqlkajuqtiigiinniql**: Working together for a common cause.



Respect unique jurisdiction and land-owner status

**Inuuqatigiitsiarniq**: Respecting others, relationships and caring for people.



Importance of Traditional Knowledge

**Avatittinnik Kamatsiarniq**: Respect and care for the land, animals and the environment.



Innovation

**Qanuqtuurniq**: Being innovative and resourceful.





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