

Cree-Québec Forestry Board  
Communication Plan 2023-2028  
Adopted  
February  
2024

## Context

Among its main responsibilities, the Cree-Québec Forestry Board (CQFB) must monitor, report on, and assess implementation of the forestry-related chapter (Chapter 3) of the *Agreement Concerning a New Relationship Between the Government of Québec and the Crees of Québec* signed in 2002. It also ensures monitoring of the implementation processes for the preparation, consultation, and monitoring of the territory's forest management plans at the Joint Working Group (JWG) level.

In October 2017, the parties' signatories of the original Agreement agreed on a harmonized agreement which reinforces certain points of the original agreement, specifies responsibilities and adds new elements. Consequently, it has become important to adapt the Board's communication plan to take these changes into consideration.

Successful Adapted Forestry Regime (AFR) implementation requires a very well-structured, global communication plan that engages both parties to the Agreement and the Board in keeping with their respective roles and responsibilities. Those affected directly or indirectly by the Agreement must know all of the AFR's elements, the implementation mechanisms, each stakeholder's role, the responsibilities and the results obtained.

The parties' representatives have committed to develop communication activities, based on their objectives and responsibilities. The CQFB 2023-2028 communication plan essentially describes the elements under the Board's responsibility. A mechanism for coordinating the parties' and Board's communication activities is planned in order to maximize the spinoffs of AFR communication activities.

The CQFB wishes to help enhance better knowledge of the AFR and ensure that the main actors concerned by the implementation of the Paix des Braves' forestry-related provisions are aware of its reality and results. The Board also wishes to contribute to fostering discussions between the stakeholders concerned by and interested in the territory's Adapted Forestry Regime.

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## **Communications issues**

1. The joint tour of the parties to present to the Cree communities the modifications to the Agreement made by the 6<sup>th</sup> Amendment was never carried out.
2. The Board's role and mandate are very often misunderstood by the various actors involved in the implementation of Chapter III of the Agreement.
3. The beneficial contribution to the Crees of the consultation and harmonization process provided for in the Agreement compared to the rest of the Québec territory is not sufficiently promoted.
4. Need to reinforce the collaboration and horizontal communication between the coordinators and the Joint Working Groups (JWGs).
5. The positive progress and efforts of the parties regarding the implementation of Chapter III of the Agreement are not sufficiently highlighted.
6. There are still discrepancies or misunderstandings of the specific terms of the Agreement and forest management concepts among tallymen and Cree members of the joint working groups.
7. Lack of visibility regarding the promotion of the Board's knowledge acquisition projects.

## **Objectives**

- A. Contribute to a greater understanding of the Adapted Forestry Regime as well as the results of the progress of its implementation.
  - Contributes to issues 1, 3, 5 and 6
- B. Promote the exchange of information and strengthen communication channels between the main stakeholders in the implementation of the Adapted Forestry Regime.
  - Contributes to issue 4
- C. Promote the roles, mandates, and current knowledge acquisition projects of the CQFB to target audiences.
  - Contributes to issues 2, 7

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## **Actions**

### **2023-2024**

#### ***Action 2 forms part of annual actions***

1. Re-establish communication links with the wildlife sector of the Ministère de l'Environnement, de la Lutte contre les changements climatiques, de la Faune et des Parcs (MELCCFP)
2. Continue the presence of the Board at JWG meetings (*annual action*)

### **2024-2025**

#### ***Actions 3, 4, 9 and 12 form part of annual actions***

3. Transmit the CQFB's annual activity reports (*annual action*)
  - Present them at meetings organized by the JWGs
4. Organize knowledge exchange meetings (traditional knowledge vs forestry) (*annual action*)
5. Present the Wildlife Habitat Management Directives
6. Present the project on the quality of moose habitat (QMH-EI-AFR)
7. Present the project on the rate of disturbance of areas of wildlife interest (25 %)
8. Present the roles and mandates of the three implementation mechanisms of the Agreement
9. Promote the Board's actions to our business partners (*annual action*)
10. Present the harmonization management guide in AFR territory and the dispute resolution guide in AFR territory to the various stakeholders (e.g. tallymen, industry)
11. Make presentations to the communities (e.g. Annual General Assembly, Band Councils)
12. Ensure the presence of the Board at meetings of a forestry or indigenous nature (Chair of leadership in teaching in indigenous forestry, Carrefour forêt, Canadian Forest Service, JWG)

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initiatives, Minister's tour) (*annual action*)

13. Develop outreach tools on forest management concepts and specific terms of the Agreement (related to action 2)

### **2025-2026**

#### ***Action 16 forms part of annual actions***

14. Present the CQFB's five-year assessment
15. Presentation of the content of the Paix des Braves to the Agreement's stakeholders (tallymen, JWG's)
16. Organize a networking activity concerning the implementation of Chapter III (JWG's, JWG coordinators, CQFB, community chiefs)(related to action 14) (*annual action*)
17. Present the outreach tools developed by the Board on forest management concepts and specific terms of the Agreement (related to action 2)
18. Link the consultation process on forest planning (Chapter III territory vs rest of Québec public territory) (related to actions 2, 8, 12, 16)
19. Present an update on the harmonization management guide on AFR territory and the dispute resolution guide on AFR territory

### **2026-2027**

#### ***Actions marked as annual actions will also be carried out in 2026-2027***

### **2027-2028**

#### ***Actions marked as annual actions will also be carried out in 2027-2028***

20. Organize a conference to mark the 25<sup>th</sup> anniversary of the signing of the Agreement
  - Organize workshops in order to research with the different stakeholders to the Agreement certain subjects to be presented during the conference
  - Organize networking activities in a non-consultation context (related to action 4)

**Actions linked to objectives**

Actions	Objectives		
	A	B	C
1	✓		
2	✓	✓	✓
3	✓	✓	✓
4	✓	✓	✓
5	✓		
6			✓
7			✓
8			✓
9	✓		✓
10	✓		
11	✓	✓	✓
12	✓		✓
13	✓		✓
14	✓		
15	✓	✓	
16	✓	✓	
17	✓		✓
18	✓		
19	✓		
20	✓	✓	✓

**Actions by year**

Actions	2023-2024	2024-2025	2025-2026	2026-2027	2027-2028
1	Blue				
2	Blue	Green	Red	Purple	Orange
3		Green	Red	Purple	Orange
4		Green	Red	Purple	Orange
5		Green			
6		Green			
7		Green			
8		Green			
9		Green	Red	Purple	Orange
10		Green			
11		Green			
12		Green	Red	Purple	Orange
13		Green			
14			Red		
15			Red		
16			Red	Purple	Orange
17			Red		
18			Red		
19			Red		
20					Orange

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## **Target clientele**

### ***Agreement Stakeholders***

- Government of Québec
  - Indigenous Affairs Secretariat
  - Ministère des Ressources naturelles et des Forêts (MRNF)
  - Ministère de l'Environnement, de la Lutte contre les changements climatiques, de la Faune et des Parcs
- Cree Nation Government
- Eeyou Istchee James Bay Regional Government
- TGIRT (integrated land and resource management panel) participants
- Joint Working Group coordinators (Cree and Québec)
- Joint Working Group members (Cree and Québec)
- Tallymen
- Forestry companies

### ***Indigenous organizations***

- Cree Communities concerned (Waskaganish, Nemaska, Waswanipi, Oujé-Bougoumou and Mistissini)
- Cree Trappers Association
- Other indigenous nations
- First Nations of Québec and Labrador Sustainable Development Institute (FNQLSDI)
- Chair of leadership in teaching in indigenous forestry

### ***Regional organizations***

- Jamesian Communities concerned
- JBNQA related organizations:
  - Environmental and Social Impact Review Committee (COMEX)
  - Environmental and Social Impact Evaluating Committee (COMEV)
  - James Bay Advisory Committee on the Environment (JBACE)
  - Hunting, Fishing and Trapping Coordinating Committee
  - Cree Hunters and Trappers Income Security Board
- Table régionale de la Faune Nord-du-Québec (Wildlife Panel)

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- Association forestière de l'Abitibi-Témiscamingue (Forestry Association)
- Association forestière du Saguenay-Lac-St-Jean (Forestry Association)
- Regional media

### ***Provincial organizations***

- Assembly of First Nations of Quebec and Labrador
- Universities and Research Chairs
- Forestry Associations

### ***National and international organizations***

- Canadian Forest Service
- Indigenous and Northern Affairs Canada
- National Aboriginal Forestry Association
- Assembly of First Nations
- Certification Bodies (FSC Canada, SFI)