

Building Stronger Municipalities in Nunavik Through Communications



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Communications
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September 2025

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COMMUNICATION EMPOWERS COMMUNITIES

The power of communication lies in its ability to connect people, convey messages, and influence thoughts and actions.

To build stronger municipalities through communications is to promote engagement, participation, and connection within a community.



KEY PRINCIPLES

Participation



Dialogue



Cultural relevance



Inclusion

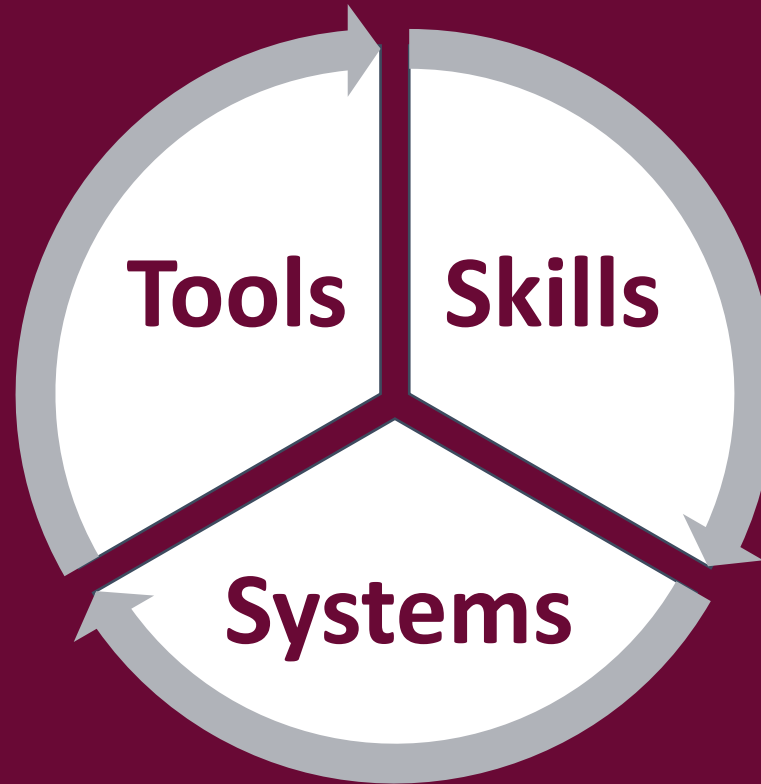


IN PRACTICE

Building stronger municipalities through communications is strengthening their capacity to conveying ideas and information using relevant approaches and tools, improving resident access to communications, and training people to communicate clearly, using the right methods and technology, through processes that last.

HOW TO STRENGTHEN CAPACITY IN COMMUNICATION

USING THE RIGHT METHODS AND TECHNOLOGY



TRAINING PEOPLE TO COMMUNICATE CLEARLY

CREATING PROCESSES THAT LAST

OBJECTIVES AND METHODOLOGY

- ◆ **Empower**
Strengthening local efforts
- ◆ **Sustain**
Creating long-lasting systems and processes
- ◆ **Engage**
Enhancing connection and dialogue between municipalities and residents

- ◆ **Participatory**
Positioning municipal staff, residents, and local partners at the center of the process
- ◆ **Cultural Adaptation**
Tailoring each step of the process to reflect and respect the unique cultural, social and linguistic context of Nunavik's Inuit communities
- ◆ **Progressive**
A phased approach involving a diagnostic and self-assessment, preliminary reporting, training and mentoring, ultimately leading to development and capacity building

FIRST STEPS

COMMUNICATIONS SELF-ASSESSMENT

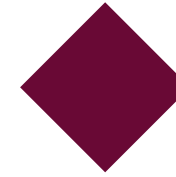
We establish a baseline to building communication capacity. **KRG Communications** collaborates with **the municipality** to evaluate and analyze how communications functions, and how it impacts residential well-being, safety, inclusion and accessibility.

Examining communication channels, processes, and styles to identify areas of strength and opportunities for growth, ultimately leading to improvements in communication effectiveness

HOW TO IMPROVE COMMUNICATION PRACTICES

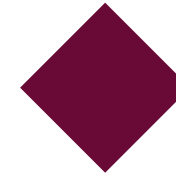
Purpose

Identify areas of strength and opportunities to improve effectiveness, coherence, and impact of internal and external communication practices within the region.



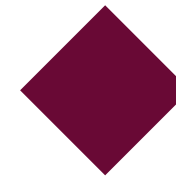
General Survey

Gather baseline data on communication practices, tools and perceptions among municipal staff, stakeholders and citizens



In-Depth Interviews

Obtain qualitative insights and context-specific information on communication strategies and their implementation



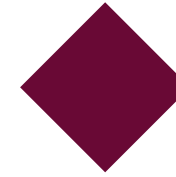
Document Review and Observation

Assess alignment between documented communication strategies and actual practices

COMMUNICATIONS PLANNING

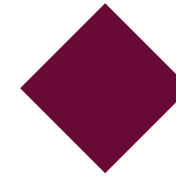
Purpose

To prepare a discussion paper that presents consolidated data, identifies patterns, and formulates interim findings.



Focus Group

To validate findings, co-create solutions, and define strategic actions.



Outcome

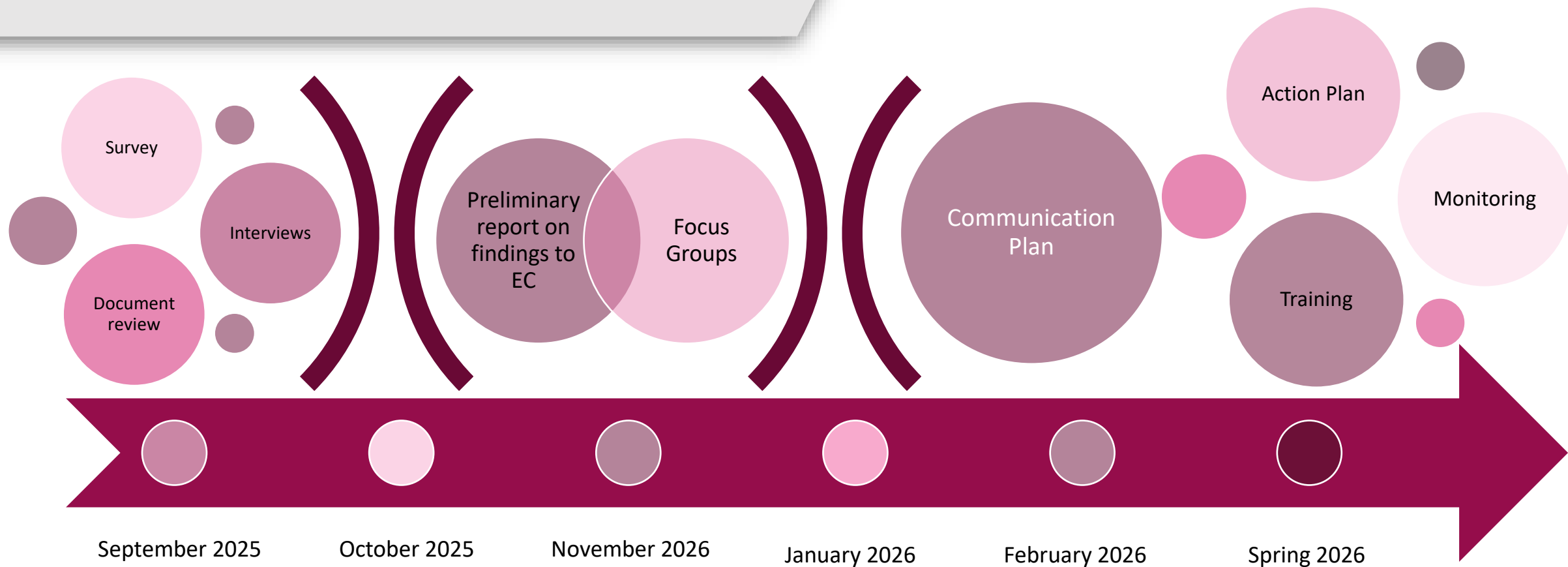
Collaboratively developed a communication growth plan with clear ownership.



Monitoring

Engaging in long-term development goals for the municipalities' communications.

SEPTEMBER 2025-JUNE 2026





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