

Content

- The power of stories
- Storytelling tools
- Impact reports by impact investors
- Our Impact Story
- Whose Story



"The truth about stories is that that is all we are"

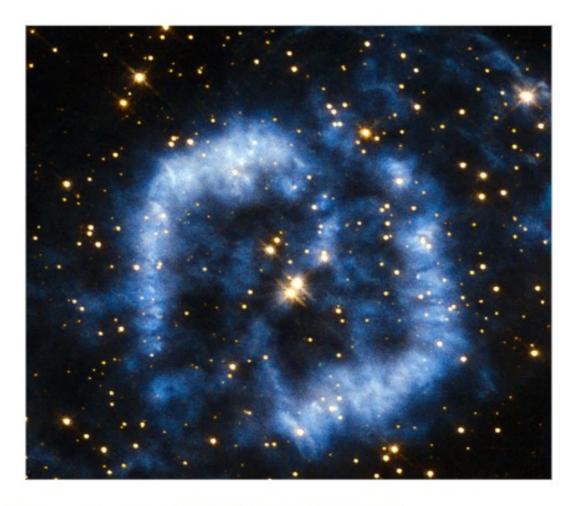
Thomas King



THE ORIGIN STORIES

The origin stories shape our identities and our perception of the world.







THE STORY OF A COIN

A coin does not have an intrinsic value, it is the human imagination that gives it value.

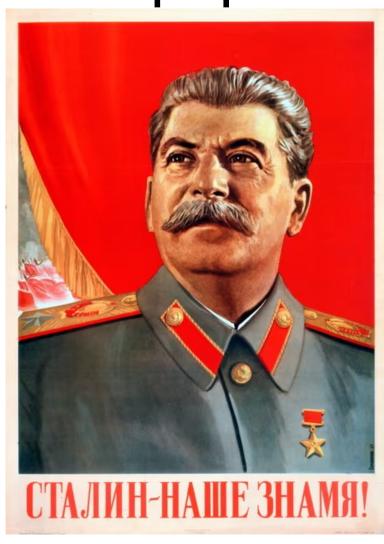




DANGEROUS STORIES

"Nation-building" dangerous stories that killed (and continues to kill) millions of people



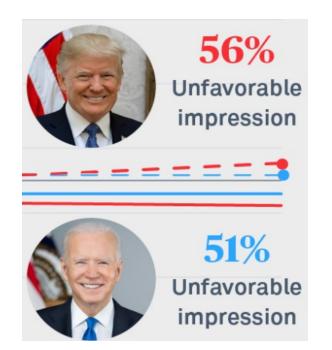




Storytelling Tools

A story of Impact can be Told Using Many Different Tools

NUMBERS AND PERCENTAGES



ART



MUSIC



PHOTOS



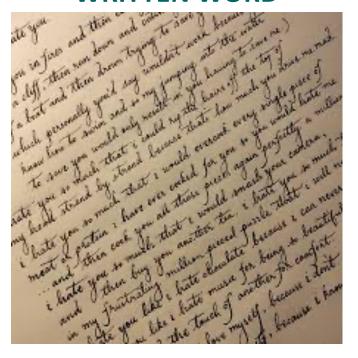
VIDEOS



CARBON FOOTPRINT

Electricity:
KWh x 0.85=
Kg of CO2

WRITTEN WORD



Impact Reports
How do we tell impact stories in
Impact investing

Southern Opportunity
And Resilience
(SOAR) Fund
Insights



https://assets.ctfassets.net/4oaw9man1ye u/45xmQJk3Lwe93GlhaXGp5P/14c18a6141 15e8603efb3018f393bad1/60_decibels_-SOAR_Fund_Insights.pdf

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https://www.mcconnellfoundation.ca/wp-

content/uploads/2022/06/McConnell-Impact-Investing-Report-2021.pdf

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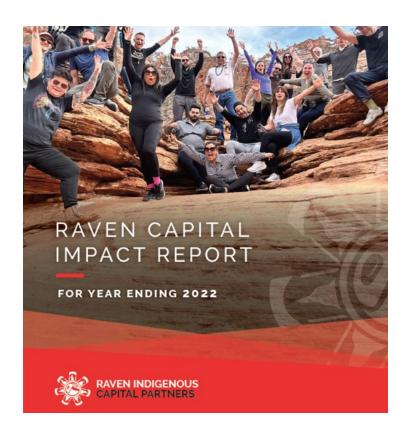




https://northskycapital.com/app/upload s/2023/04/NSC Impact-Report 2023 FINAL.pdf

PG 5 -9





https://ravencapitalpartners.ca/files/raven-2022-impact-report_print-1.pdf

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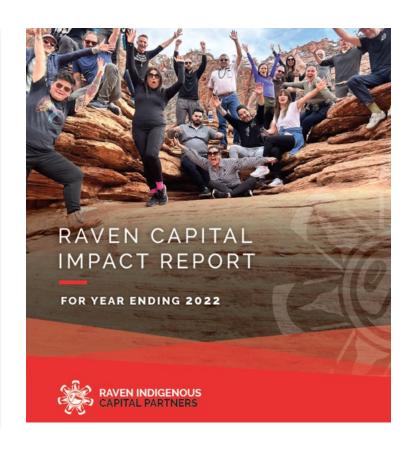












OBJECTIVES:

- **✓ MONITOR**
- **✓ COMPLIANCE**
- **✓ INSPIRE**
- **✓ DEMONSTRATE**
- **✓ RAISE FUNDING**

TARGET AUDIENCE:

- **✓ INVESTORS**
- **✓ GOVERNMENT**
- **✓ ORGANIZATIONS**
- **✓ COMMUNITIES**
- **✓ BENFICIARIES**

STORYTELLING ELEMENTS:

- **✓ STATISTICS**
- **✓ LIVED EXPERIENCE**
- **✓ PHOTOS**
- **✓ VIDEOS**
- **✓ ART**

WHAT DO YOU REMEMBER?

Scan the Reports!

Scan through the report to understand what outcomes, if any, they are reporting on, then select one area of impact and read through it more carefully to answer the following questions:

- ✓ Who is the target audience for the report?
- ✓ What is the objective of the report?
- ✓ What are the storytelling elements used to demonstrate impact? At the portfolio level or the enterprise level?
- ✓ What do you remember most about the report?



Arctic Inspiration Prize - Impact Visualization Project

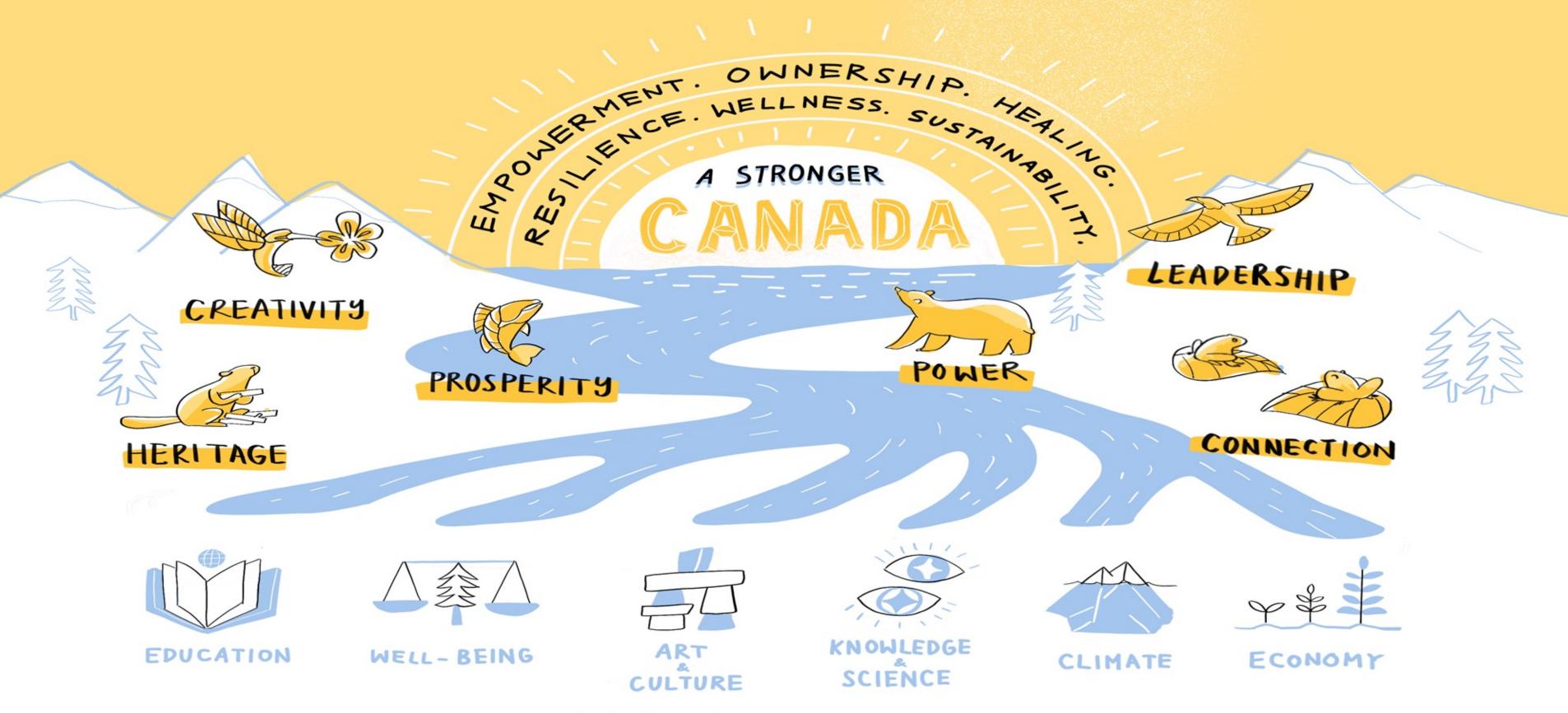


The Arctic Inspiration Prize (AIP) is the largest annual prize in Canada that provides seed funding for social entrepreneurs and demonstration projects in the Canadian North.

The AIP Impact Visualization Project is intended to:

- Establish an overall framework for impact measurement for the use and benefit of the Laureates;
- Provide all Laureates with a powerful tool for their own fundraising, for sustainability or expansion of their projects or new Initiatives;
- Establish **a strong story-telling tool** for the AIP teams' outreach to potential and maintenance of existing Government Partners, Prize Partners, and Sustainability Partners;
- To fulfill the legal obligation of the AIP Charitable Trust **to monitor** the execution and outcomes of AIP awarded projects for as long as AIP funds are involved.

IMPACT PATHWAY



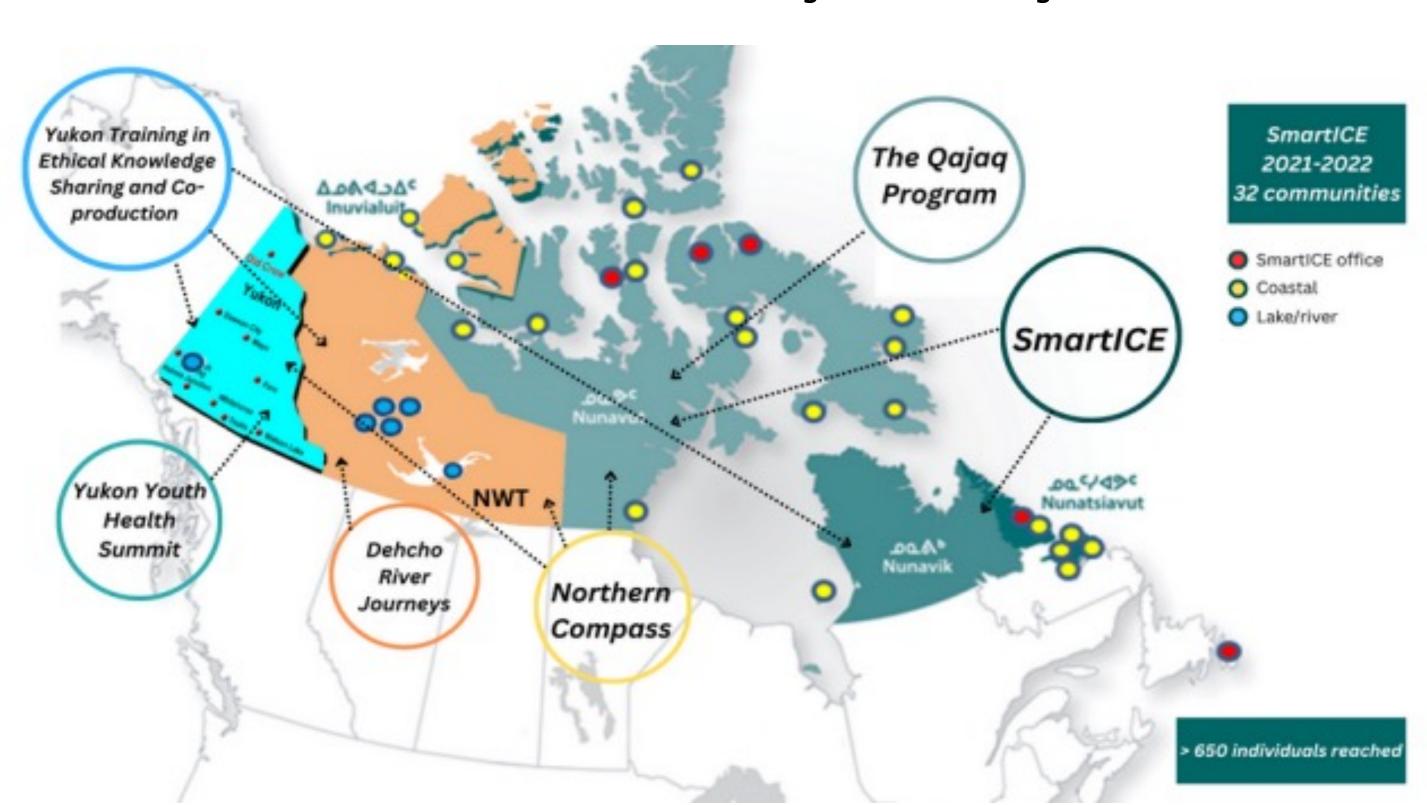
INCREASED OPPORTUNITIES AND ACCESS

IMPACT REPORT AT THE PORTFOLIO LEVEL

The projects reviewed raised an estimated \$17 million dollars since receiving AIP seed funding

At the portfolio level of project funded, use data that is easier to roll up:

- Access
- Profile of participants (gender, age, location)
- Satisfaction rates
- Employment



IMPACT REPORTING AT THE ORGANIZATIONAL OR PROJECT LEVEL



Social Enterprise

Technology

SmartBUOYs are stationary sensors inserted into the ice to measure ice thickness and snow using thermistors (similar to a thermometer). There are 60 thermistors in the SmartBUOY which measure the temperature of the air, snow, ice and water. From those readings, we can create a temperature profile of each section and determine the thickness of the ice.

Accessing SmartICE Data via SIKU app

Increased Travel Safety



Are you prepared to travel on the sea ice?



Click the image above to watch the GCIndigenous video A Norther Moment: Minister Vandal visits SmartICE's Northern Production Cen



A not-for-profit organization dedicated to the advancement of education in climate change adaptation, technology, and employment readiness



Internship/co-ops Northern Production Centre in Nain provides technical training for youth combined with core social-emotional learning (49 youth trained - 4 cohorts)

S M A RÛ

raduates of the fourth cohort of SmartiCE's Employment Readiness and Technology Development Program at the lorthern Production Centre in Nain, Nunatsaivut (missing from photo: Snowden Pijogge), 2021

Building Climate Resiliency While Preserving Local Culture and Lifestyle

The mandate is to take the technology, use the technology to augment the traditional knowledge that's there, and to honor the traditional knowledge...that's something that is embedded in everything that we do."

Carolann Harding, CEO

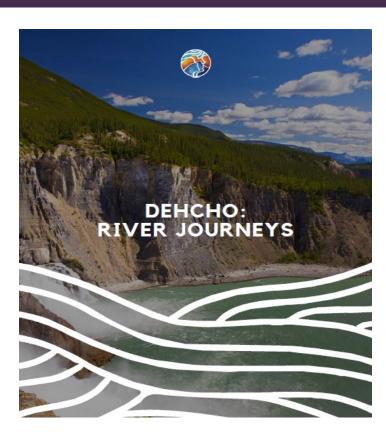
serve Local Cultures and Lifestyle Build Climate Change Resiliency Across the North

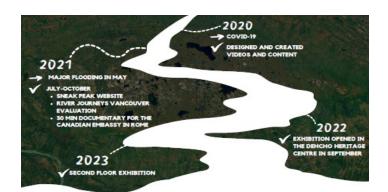
 Increased sea-ice travel safety encourages community members to go back to the ice for fishing/hunting and other cultural activities

- Communities are able to make informed decision about ice conditions
 Operating in over 30 communities across Inuit
- Partnered with 50 elders and community members involved in community manageme committees

Youth Skill Building







Dehcho Journeys

The Dehcho Journeys exhibit began with a collection of approximately 200 audio tapes of the voices of Elders across the North, collected over time by CBC North for the 'Our Native Land' program.

The project preserved these stories in a museum exhibition on two floors of the Dehcho Heritage Centre in Fort Simpson, NWT:

- 70 short videos were created with the audio stories told by Elders
- born between 1890 and 1930

 More than 40 short documentaries have been created to
- mplement the museum exhibits
- A 30 minute documentary about the impact of climate change on Arlyn Charlie's family fish camp, told by Elder Mary Effie Snowshoe
- . 20 traditional artists from across the NWT and Yukon were asked to produce works for display

Fostering Creativity and Innovation

The Dehcho River Journeys project engaged young artists to create innovative ways (voice over animations) to reclaim the stories of their grandparents. Arlyn Charlie shared a story of his great grandmother Annie B. Robert through the animated video Wolves, which featured his grandmother Jane Charlie.



Sharing the voices of the grandmothers and grandfathers gives strength and pride to future generations.

Photography: Michael Jackson, Peter Mather Voice Over: Ruth Carroll New Media Design: Drew Ann Wake Animation: Markus Radtke Editing & Sound Design: Daniel Séguin

To watch the full video, please click here.

asleep, she preferred to work on hides when the children weren't underfoot. As midnight approached, she heard the eerie howls of a large pack of wolves that had surrounded her tent. Fearing for her children's safety, Annie did everything she could think of. She lit several candles, fired her .22 caliber rifle into the darkness, and pounded on the stove pipe and stove.

Then, remembering that she had been told that wolves were afraid of fire she quickly grabbed a burning log from her stove and hurled it towards the pack. The ground shook as hundreds of paws pounded against the snow, and the protective mother.

Recounting the incident to her daughter, Jane, she admitted to being terrified but determined to do everything in her power to protect her family. When Jane asked how many wolves there were, Annie told her there were over two hundred.

Educating Canadians and the World About the North

"Elders are our libraries"

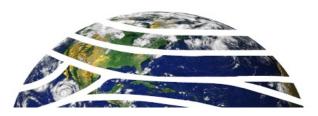
In 2021, a thirty minute long educational video was created by Dehcho River Journeys for the Canadian Embassy in Rome. Innovative and artistic projects such as this seek to share Northern Indigenous history and culture with the world.

The project is helping others understand the North through the eyes of Indigenous artists:

. Supporting Northern teachers to engage students in learning about history, current issues such as climate change and art (photography, film-making, animation, etc).

real story of the people that live here" MAYOR OF FORT SIMPSO SEAN WHELLY, 2023

- Working with UBC Law School and other departments to produce educational videos about Treaty 11.
- Increased knowledge of, and engagement in debates about Treaty 11 and important historical events among students in the south.
- Whose History: The project is shifting the educational direction Northern people reclaiming their stories and educating Canadians about their history.



Preserving Oral Traditions and Historical Knowledge

you've been and where you are at to know where you are going"

Exhibition Opening ceremony at the Dehcho Heritage Centre in Fort Simpson





the museum.



The first floor tells the story of the 1900s; what happened, mistakes that were made, and how we got here. Features 25 videos.

Justice Thomas Berger led the Mackenzie Valley Pipeline Inquiry, a Royal Commission into a proposed pipeline across the land of the inuvialuit and Dene of the Northwest Territories. The second floor focuses on the Mackenzie Valley Pipeline inquiry that saw voices rise up in opposition to the development. Features 35 videos.

PROFILE OF AN ARTIST: DITS'II DEEK'IT

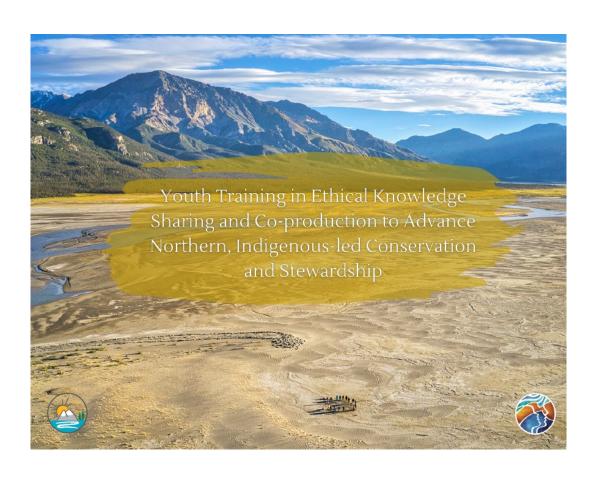
Based out of Teeti'it Zheh (Fort McPherson), Arlyn Charlie is a multidisciplinary artist. His Gwich'in name is Dits'ii Deek'it, meaning, His Grandfather's Place. Over the course of his ilie, he has spent a part or his childhood out of the Gwich'in often spending time at Deeddhoo Gooniii (Scraper Hill) for the summer fish season. Afterwards, he would head into the mountains for the fall hunt of the Porcupine Carlbou Herd. Come September he would transition back into school. His education is a combination of both traditional and academic teachings.

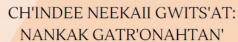


Throughout his exploration of a variety of different art forms, from learning the traditional floral patterns of his culture to working with the settings of a camera, and more recently learning the principles of writing, he acknowledges the potential impact of art in one's life. Today he encourages those interested in the arts to explore the mediums of their choosing. He shares his work through social media (@arlyn_charlie), and through his work with the department and their projects such as the AIP Dehcho River Journeys.

Story plays a fundamental role in how he undertakes any given tasks, for story has governed the survival of his people's identity over the course of countless generations. Oral tradition has allowed the information of his people to continue from the beginning of time and beyond the affects of colonialism. He deems story as one of the most important principles of his work and identity. He is greatly honoured to have the opportunities to sit with elders and traditional knowledge consultants, and help document and preserves the vast knowledge they share.

Being an artist has allowed him to embrace the importance of culture and language to one's identity through his creations and projects. He not only stresses the importance of learning both, believing that should one fall, we would lose a vital part of our existence, therefore he uses his various skills to assist in the documentation of information embedded in the stories of the elders. Thus, has allowed him to continue working with the Gwich'in Tribal Council's Department of Culture and Heritage over the years. His work within the exploration of culture and language has allowed him to not only learn, but to also embrace a lot of the traditional teachings rooted in the Gwich'in's identity. In his work he has not only assisted in research being conducted within the Gwich'in's Ettlement Area, but he has also help create educational materials throughout the years, in the hopes that people would be able to access and gain an understanding of the unique culture that they belong to and who have survived here in the arctic for thousands of years.





From both eyes on the land we learn.

18 youth from across Canada gathered on the omelands of the Lhù'àànMẫn Ku Dan (Southerr Tutchone People) at Lhù'ààn Mẫn Keyi (Kluane

Participants learned from about traditional knowledge, culture, science and safety from Indigenous leaders, elders, academics and guardians.

This initiative was supported by the Arctic Inspiration Prize and the Canadian Mountain Network (CMN).

35 individuals participated: 18 youth from across the North, 12 elders and local knowledge olders, 4 researchers, 1 camp coordinator, and 3 audio/visual contractors.



Indigenous land-based

Red Cross Remote First Aid Training Ethical Knowledge coproduction

Environmental Monitoring

Impact of colonialism and residential schools, with Elder Bev Sellars

Data Collection & **Biodiversity Monitoring**

Indigenous crafts taught by Elder Mary Jane Johnson





WELCOME TO OUR JOURNEY

Click the video below to follow this journey from the beginning.



We connected our local knowledge holders and academics with our youth, enabling intergenerational knowledge transfer. Participants learned about community-based research methods, on-the-land safety, the history of colonization, and the impacts of residential schools in the north. We also explored the best practices for moving forward in a good way towards reconciliation."

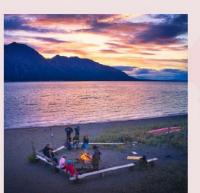
The Canadian Mountain Network team acknowledges the tireless work that Jared Dulac did in helping with the creation of this video while he was under contract.

EMPOWERING YOUNG PEOPLE

On feedback surveys, 100% of youth enjoyed their experience, with 87% stating that the topics taught at camp were relevant to their interests.

Seeing how people from all over Canada and beyond, from very different backgrounds and origins, and of different age groups related to subjects such as climate change, conservation, reconciliation and Indigenous self-determination was a very unique experience that doesn't happen in an academic context.

PARTICIPANT



SKILL DEVELOPMENT

- Local arts and language lessons from Southern Tutchone elders and knowledge holders.
- First Aid and on the land safety
- Biodiversity and ecosystem monitoring from Indigenous and Western science perspectives.
- Climate action leadership.
- Building resilience, mental and physical health through addressing harmful legacies of residential schools. Local arts and language lessons from Southern Tutchone elders and knowledge holders.
- Best practices for conducting community-based research and creating an ethical space.

BUILDING BRIDGES

INTERGENERATIONAL • ACROSS THE NORTH • BETWEEN NORTH & SOUTH



In addition to training Indigenous and nonidigenous youth about stewardship from ndigenous and Western ways of knowing, it is also an opportunity for youth to advance reconciliation by building partnerships with the earth and one another. Creating a etwork of strong allies across the North who will work together on initiatives to build a healthier, more sustainable future.





SUPPORTING WELL-BEING

Giving youth a safe space to heal, find their voices, and to grow. Fostering pride in Indigenous identity and culture.



[It helped me see the bigger picture in life, on how the world is so big and how many things I can do to better the world, especially my community.

I learned my voice is powerful.

PARTICIPANT





STORYTELLING TECHNIQUES

JOURNEY STORIES



COMMUNITY REPORTING METHODOLOGY



SENSE MAKING



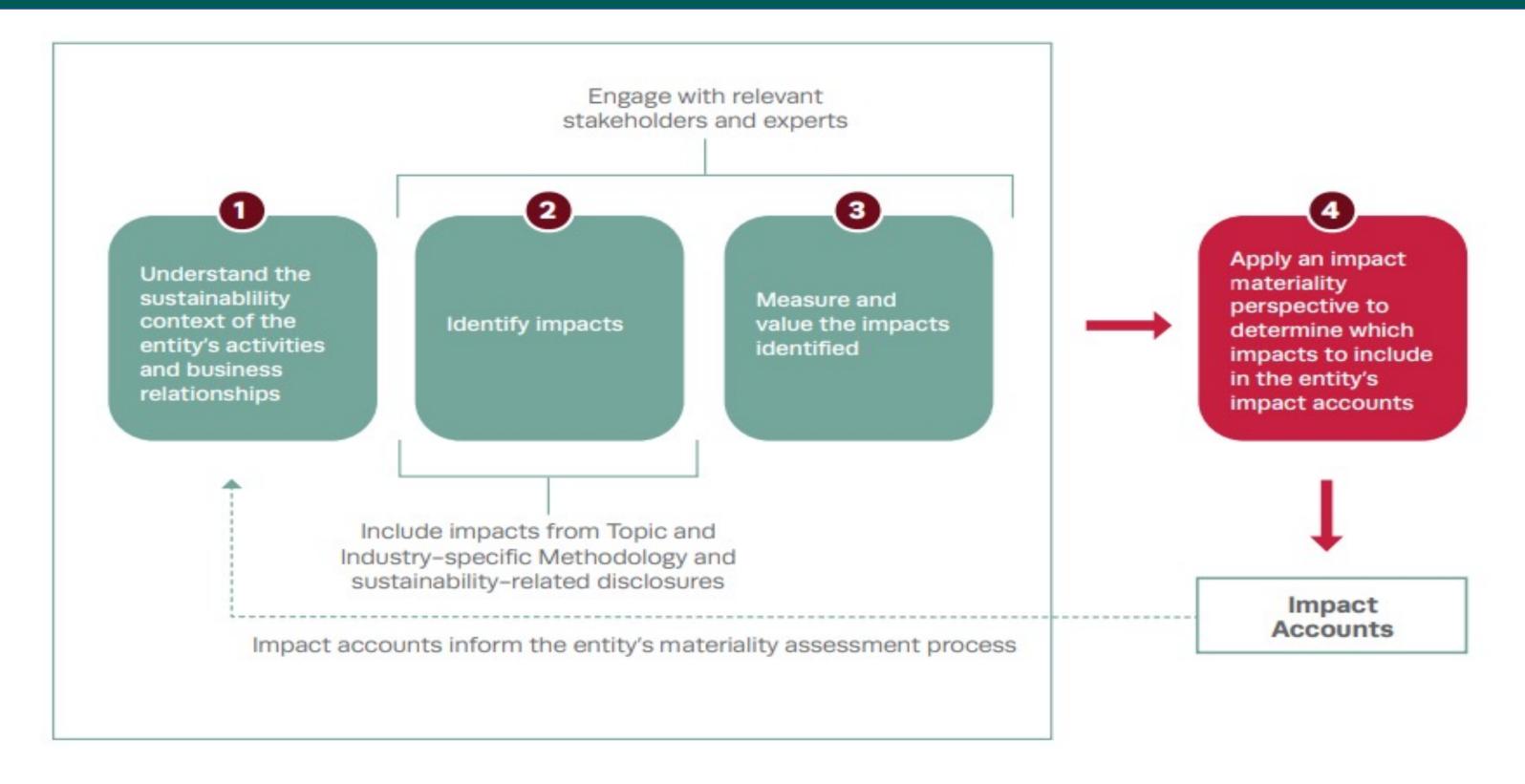
Whose Story?

Materiality of Impact

Materiality is a foundational concept in financial accounting.

- Information that could be viewed by the reasonable investor as having significantly altered the total mix of information made available (Sustainability Accounting Standards Board)
- Information that could *substantively influence the assessments and decisions of stakeholders* (Global Reporting Initiatives)
- Information that could substantively affect an *organization's ability* to create value International Integrated Reporting Council. All data that is relevant to effective decision-making and value-maximizing over time (IIRC)
- Importance of end-user stakeholder materiality judgments (SROI)

Impact Materiality and the Preparation of Impact Accounts



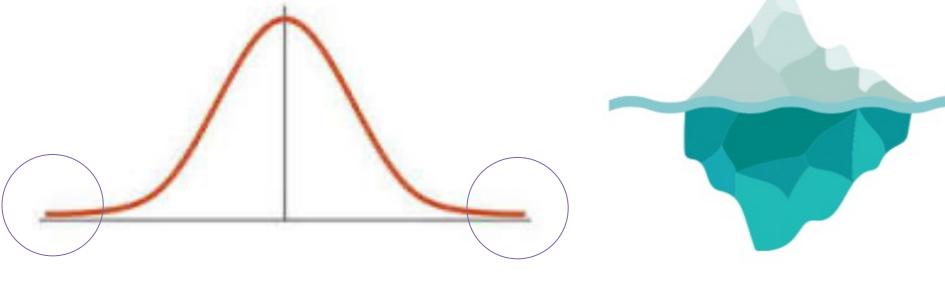
Source: International Foundation For Valuing Impact And Value Balancing Alliance: General Methodology 1 Conceptual Framework For Impact Accounting

Telling the Impact Story

Who is it for?

What is it for?

Which story elements are best suited?



What about the outliers?

What lies beneath?



Capture the Imagination

Get in Touch

Slavica Stevanovic

Slavica.stevanovic@qatalyst-research.ca

