



# NOTICE OF SCREENING

EMRIRB File No.: 0026-1522-005

June 21, 2022

**Project Name: Pristine Seas**

**Proponent: National Geographic**

**Application submitted by: Paul Rose**

**Activity: Marine-Based Activities, Protected Areas, Scientific Research**

**Location: Chisasibi, Cree Zone and Islands**

**PROJECT RECEIVED BY EMRIRB: JUNE 20, 2022**

**DEADLINE FOR SUBMITTING COMMENTS: JULY 12, 2022**

## PROJECT OVERVIEW

Pristine Seas is planning to conduct an expedition to seven proposed priority conservation sites across the Northern Labrador Sea, Hudson Bay, and James Bay that have been identified by Indigenous leadership and the federal government. This Pristine Seas campaign will support Indigenous-led conservation and the Canadian Government's commitment to protecting 25% of its ocean by 2025 and 30% by 2030. The goal of the expedition is to help promote marine stewardship and protections in the region. This expedition is in support of the Cree Nation Government's efforts to create a National Marine Conservation Area in the Eeyou Marine Region.

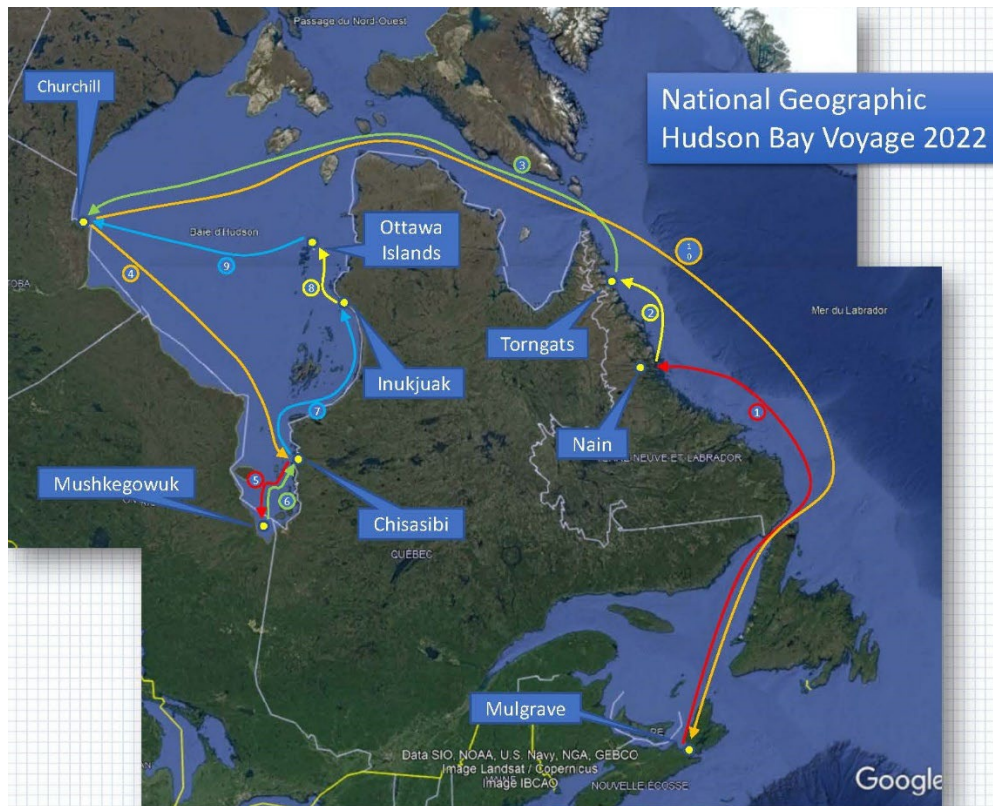
We are working with CNG and EMRWB to determine the locations to visit. Currently the plan is to bring the vessel to Chisasibi and work from there with zodiacs and rigged-hulled inflatable boats which have an approximate distance of travel of about 60 km from the vessel. The research and filming will only take place within the Cree Zone (no areas of overlap). We will not be conducting research in the Cree/Inuit Joint Zone, only transiting through these waters. All permits are being applied to currently.

There will be approximately 30-45 people aboard the Polar Prince vessel supporting expedition activities. Ten Students on Ice staff and students will also be on board for this portion of the expedition. Four to eight members from the region will join the expedition and will be identified with support from the Cree Nation Government and local communities as needed. Participation in the expedition is subject to COVID-19 conditions. We will engage local community members to contribute to Explorer Classroom-style events if internet connectivity allows. Explorer Classroom-style events are virtual live-streamed (sometimes recorded) video sessions broadcast on YouTube where National Geographic Pristine Seas expedition members and partners share stories about the expedition's goals, partnerships, and interview local representatives to share their respective stories and protection goals.

We will conduct scientific research that addresses the needs of each region to the extent possible. The research will include general descriptions, photographs, and video of the underwater ecosystems, as well as more quantitative sampling when possible. The research will include Environmental DNA (eDNA) sampling,

conducting in-water surveys down to ~30 meters, and deploying remote cameras offshore just below the surface to the deepest depths of the region. Also during the expedition, our team of filmmakers and photographers aim to capture photos and video footage of the expedition, the research, our partners, and the local stakeholders to create a documentary film for the local community and government to help inform the need for marine protections. The film will incorporate local community members, Indigenous and government leaders and community members and will be translated into the local language and dialects. The film tone, messaging and audience will be guided by Indigenous conservation leaders and governance in each region. Through the research and media collected and produced during this expedition, Pristine Seas aims to connect local communities and governments with our coalition of world-class partners who support education, conservation economies, ocean carbon market, and monitoring so communities have the expertise and tools required for the long-term sustainability of marine protections.

#### Project Map:



Summaries of the Project Description in French, Cree, and Inuktitut are also available upon request from the EMRIRB. Please visit the EMRIRB's online Public Registry ([www.emrirb.ca/registry/](http://www.emrirb.ca/registry/)) to access all project information receiving during the application, project maps, and supporting documentation.

### REQUEST FOR COMMENTS

You are invited to provide the EMRIRB with your comments regarding whether the proposed project is:

- likely to arouse significant public concern and, if so, why;
- likely to cause significant adverse ecosystemic or socio-economic effects and, if so, why;
- likely to cause significant adverse impacts on wildlife habitat or Cree harvest activities and, if so, why;
- a type where the potential adverse effects are highly predictable and can be prevented/managed appropriately with known technology.

Parties are also invited to recommend any specific mitigation measures they feel would be appropriate, and to bring any other matter of importance related to this project proposal to the EMRIRB's attention. Parties may

also indicate support for or against the Project Proposal, request additional information, or recommend terms and conditions.

**DEADLINE FOR SUBMITTING COMMENTS: JULY 12, 2022**

## CONTACT INFORMATION

The EMRIRB has recently launched an updated online public registry, and parties can access project information as well as submit comments directly to the EMRIRB at [www.emrurb.ca/registry/](http://www.emrurb.ca/registry/). Comments can still be submitted directly to the EMRIRB via email at [info-urb@eeyoumarineregion.ca](mailto:info-urb@eeyoumarineregion.ca) or by phone at 819-895-2202. For more information on how to submit comments and how to participate in an EMRIRB screening, please review our Public Participation information guide found at: [https://emrurb.ca/wp-content/uploads/Guide6\\_PublicParticipation.pdf](https://emrurb.ca/wp-content/uploads/Guide6_PublicParticipation.pdf)