

Inuit Language Plan Guidelines for the Private Sector

This document provides information on the requirements that the private sector must meet in order to comply with the **Inuit Language Protection Act (ILPA)**.

These guidelines are to assist organizations in developing their language plans.

There are three sections to this document.

Section 1 – Questions and Answers

Section 2 – Appendix A describes the current situation of your organization

Section 3 – Appendix B is your language plan template

This document provides answers to the following questions

- 1. What does ILPA require of my organization?**
- 2. What is a Language Plan?**
- 3. What Should It Contain?**
- 4. When Do I Prepare & Submit a Plan?**
- 5. What Are the Procedures for Reviewing and Approval?**
- 6. Can My Organization Obtain Assistance?**

Definitions

Inuit Language - Inuinnaqtun, which is spoken in Kugluktuk, Cambridge Bay, Bathurst Inlet and Umingmaktuuq; and Inuktitut, the language used in the rest of Nunavut's communities.

Private sector - a corporation, a partnership, sole-proprietorship, society, association, cooperative, union or other non-government entity operating in Nunavut, whether or not it is incorporated or registered in the territory.

Equal Prominence – all languages displayed in writing should be visibly equal, one should not stand out more than another

1. What does ILPA require of my organization?

The *Inuit Language Protection Act* requires that private sector bodies provide services in the Inuit Language. This includes the ability for a person to communicate verbally and in writing with an individual in the private sector about their business or affairs.

The duties of **all** organizations (private sector body, government department, municipalities, etc) are to provide communications in the Inuit Language along with any other languages used and that it is given equal prominence. This means:

- Oral or written communications in all **notices, warnings or instructions directed to users or consumers of the service, monthly bills, invoices and other demands for payments.**
- Its **public signs**, including **emergency and exit signs**; its **posters** and **commercial advertising**
- Its **reception services** or any of its **general public customer or client services**, and
- **Communications to the public** in the Inuit language if it involves a **contract** with the Government of Nunavut or a public agency (as per section 3 of the Inuit Language Protection Act)

2. What is a language plan?

Any non-Territorial Institution may manage its compliance of ILPA by means of an **Inuit Language Plan**.

A Language Plan is a written document with a series of statements on how your organization will meet its Inuit language service requirements as set out in ILPA. A plan must contain:

- Specific and measurable goals;
- An implementation timetable, and
- Explain how the plan and services will be publicized.

See Appendix "A" for the template.

Services of particular concern

Essential services including

- emergency, rescue or other urgent services or interventions like dispatch services;
- Health, medical, and pharmaceutical services, and

Household, residential, hospitality services including

- restaurant, hotel, lodging, residential or housing services
- and basic services to households, such as the supply of electricity, fuel, water and telecommunications.

3. *What should a plan contain?*

It should contain a list of proposed actions on how you will be able to communicate with or deliver services to the public including:

- A schedule for when the measures will be implemented;
- An indication of the numbers of the private sector body staff, if any, that are or will be fluent in or have speaking knowledge of the Inuit Language and able to communicate with, or deliver services to the public in the Inuit language as required; and
- A statement of how and where the Inuit Language Plan will be publicly available.

Active offer - A person has to know that a service in a language is available. It can take the form of a greeting over the phone, in person, and/or an advertisement, poster, sign or any other appropriate means informing your clients you can serve them in their official language of choice.

If your organization does not provide an active offer, how you intend to make an active offer should be included in the plan.

4. When do I prepare and submit a plan?

- On a voluntary basis to *ensure compliance with the language laws* and to proactively manage how you plan to provide services in the Inuit Language;
- If you are under investigation by the Languages Commissioner, and
- When ordered to do so by the Court.

You may seek an accommodation from the Languages Commissioner for less strict requirements if:

- The service requirements would cause extreme hardship.
- The objectives of your organization relates solely to a non-Inuit language or cultural group.

5. What are the procedures for reviewing and approval?

Review

The Languages Commissioner shall review the proposed Inuit Language plan, having regard to the views of any other individual or organization that the Languages Commissioner considers appropriate.

Approval in Writing

If the Languages Commissioner is satisfied that the Inuit Language Plan complies with the requirements of the Act and the regulations, the Languages Commissioner will approve the plan in writing.

Effect of Approval

The Languages Commissioner may discontinue any investigation

Non approval

If the Languages Commissioner finds the submitted Inuit Language Plan does not comply with the language law requirements, he or she may request and/or suggest changes so that the plan meets the requirements.

Plan Amendment or Revocation

The Languages Commissioner may verify periodically that the private sector body is implementing its approved Inuit Language Plan. If the Languages Commissioner finds that the private sector body is not implementing the plan, he/she may:

- Invite an organization to submit an amended plan within a specified times
- Revoke the approval.

6. Can my organization obtain assistance?

- The Office of the Languages Commissioner can assist in developing an Inuit Language Plan upon request. 867-979-7960
toll free: 1-877-836-2280
- The Inuit Uqausinginnik Taiguusiliuqtiit's (Inuit language authority) can provide expertise on the correct use of the Inuit Language and its terminology for signs, public documents and so on. 867-975-5527
- The Government of Nunavut, Department Economic Development & Transportation's Small Business Program will help organizations with funding as long as they meet the program qualifications. Program funding is limited and subject to availability at the time of the application.

Regional Offices

North Baffin – phone 867-899-7344

South Baffin – phone 867-473-2661

Kivalliq – phone 867-6445-8451

Kitikmeot – phone 867-982-7442

SITUATION ANALYSIS

What is a Situation Analysis?

A situation analysis describes the organizations ability to provide services in the Inuit Language at the time the Inuit Language plan is submitted.

This gives the Languages Commissioner a context and knowledge for assessing the Inuit Language Plans.

Confidentiality All information submitted in the situation analysis will remain confidential with the Office of the Languages Commissioner.

Organization Name:

Please produce a situation analysis with respect to the use of the Inuit Language in your organization, and submit it along with your Inuit Language Plan to the Languages Commissioner. Use the following codes:

- A** – The Inuit Language is **always** available
- O** – The Inuit Language is **often** available
- S** – The Inuit Language is **sometimes** available
- N** – The Inuit Language is **never** available
- N/A** – Not applicable

When the Inuit Language is at least equally prominent with other languages used, indicate it with (+), and if not equally prominent with other languages, please use (-) following the above codes.

Sample

Signs on buildings A+	Restaurant menu O+
Hours of Operation N	Flyers S+

Please fill in this table following the sample provided

Signs on buildings ____	Business cards ____	Posters ____
Signs on vehicles ____	Letterheads ____	Exit signs ____
Hours of operations ____	Email blocks ____	Emergency signs ____
Parking signs ____	Flyers or brochures ____	Restaurant menus ____
Directional signs ____	Promotional Materials ____	Hotel room Instructions ____
Signs identifying services or group of products ____	Radio ads ____	Drug use Instructions ____
Newspaper ads ____	Automated telephone ____	Water supply bills ____
Correspondence ____	Fuel supply monthly bills ____	Telecommunication monthly bills ____
Television Ads ____	Website ____	Other

Do you make an active offer of services to your clients and customers? Yes or No	
Total numbers of staff working for your organization	
Total numbers of staff providing reception services	
Total numbers of staff providing client or customer services	
Total numbers of designated* Inuit Language speaking staff	

* Staff that are designated to respond to public enquiries over the phone, or serve the public in person

INUIT LANGUAGE PLAN

Organization Name:

Mailing address, phone, fax, email and website:

Type of Entity: (e.g. corporation, coop, society):

Number of offices and locations:

Description of what the entity does: the types of services you provide to the public

INUIT LANGUAGE SERVICES AND USE

Organization name:

Services and Use

In this section you will need to include the following information:

- organizational measures, policies and practices proposed for the communications with or delivery of services to the public that are required to comply with the act
- a schedule for giving effect to the measures, policies or practices.

Please indicate the measures and timelines that your organization is planning to improve its effective and efficient compliance with its Inuit Language requirements. *Example: brochures, website, business cards*

Measures/Actions	Target dates

Language Training

Indicate the number of staff, if any, which are or will be fluent in the Inuit Language, and able to communicate with or deliver services to the public in the Inuit Language.

Measures/Actions	Target dates

Publication of Plan

Indicate how your organization will inform the public of its Inuit Language Plan, and where they can request a copy of it.

Indicate how you will also publicize the availability of services in the Inuit Language. This can include making an active offer of services over the phone, in person, or in writing.

Measures/Actions	Target dates

Name and Title of the signatory authority:

Signature of the signatory authority:

Date: _____