



# Sanaugait

A strategy for growth in Nunavut's arts and crafts sector



## Sanaugait ካፈጠራ ፍጥረት – Background ልዩነቶች

·Sanaugait, meaning “Things made by hand” is a strategy for growth in Nunavut's arts and crafts sector.

ካፈጠራ ፍጥረት ለግብርና ልማት ማህንጃር ስራ ለማድረግ ለሚያስፈልጉት ስራዎች ለማድረግ ነው።

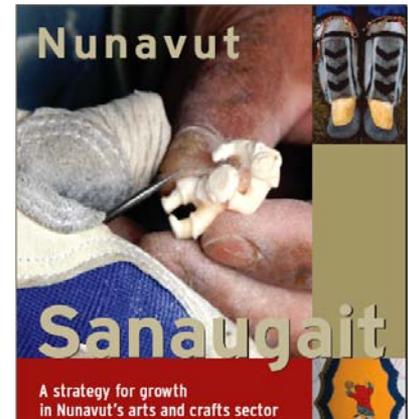
·8 Goals to be fulfilled by The Government of Nunavut; Economic Development and Transportation (ED&T) in affiliation with its many partners.

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·The vision for Sanaugait is to ካፈጠራ ፍጥረት ማህንጃር ስራ ለማድረግ ነው።

*“Increase the value of Nunavut's arts sector through investments that improve quality, stimulate innovation, and support sustainability, in partnership with Nunavut artists, their organizations and their communities.”*

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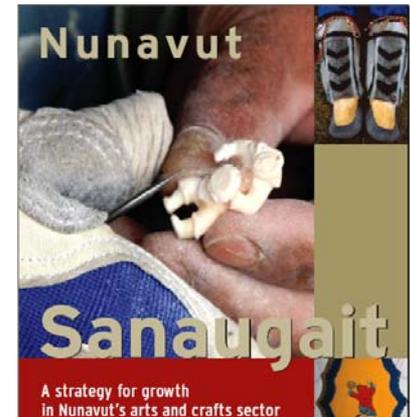
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## **Sanaugait** ᐱᓐᐱᓐᐱᓐᐱᓐ – Background ᐱᓐᐱᓐᐱᓐᐱᓐ

The GN support to the sector will be increased through:

- Increasing staff in EDT's Community Economic Development Division (CED) devoted to the sector;
- EDT's Community Operations building a stronger local presence and providing greater funding to artists under the Small Business Program;
- Hiring consultants to undertake initiatives in support of the goals and actions identified in *Sanaugait*; and
- Funding to third- party agencies at the territorial, regional and local level. These include Nunavut Arts and Crafts Association (NACA), joint ventures with Nunavut Development Corporation (NDC) and local not- for -profit organizations that work with artists, develop artist's skills, or market and promote Nunavut arts.













### Goal 3

### ᐅᑦᑎᑦᑎᑦ 3



Secure market share through protection of intellectual property rights

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Provide information about copyright and intellectual property rights in Inuit languages.

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Provide intellectual property rights training for artists.

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Lobby for international recognition of Nunavut's intellectual property rights.

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### Fakelore

- Fakelore is inauthentic, manufactured folklore presented as if it were genuinely traditional.

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ᐱᓕᓕᓂᐅᓐᓂᓐᓂᓐ ᐱᓕᓕᓂᐅᓐᓂᓐᓂᓐ ᐱᓕᓕᓂᐅᓐᓂᓐᓂᓐ

- Mass produced reproductions using ceramics and resin compounds.

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- Very low price points (\$2.99 to \$49.99)

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- Undermine the market for authentic Inuit art.

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ᐱᓕᓕᓂᐅᓐᓂᓐᓂᓐᓂᓐ



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**Thank You.**

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**Any Questions?**

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