

Ktunaxa Nation Council – Lands and Resources Sector Request for Proposals: Qat'muk Indigenous Protected & Conserved Area (IPCA) Communications Strategy

Summary

The Ktunaxa Nation Council Lands and Resources Sector (KLRS) requests proposal from individuals or firms to provide support for the development of a communications strategy including tools and resources for the Qat'muk Indigenous Protected and Conserved Area (IPCA).

Background

The Ktunaxa Nation has been fighting for over 30 years to protect Qat'muk – a place of deep spiritual and ecological importance. In 2018, with the commitment of the Federal Government to protect 20% by 2020 and now 30% by 2030, Ktunaxa decided to move from attempting to protect Qat'muk through the courts, to working to protect Qat'muk through the establishment of an Indigenous Protected and Conserved Area.

We have done extensive Ktunaxa Engagement over the past 4 years and have developed the 'Ktunaxa Nation Statement for the Establishment of the Qat'muk Indigenous Protected and Conserved Area (IPCA)'. The Statement outlines the history, our Vision and Principles, and the proposed area for the Qat'muk IPCA.

One of the key next steps is to develop a communications strategy and engagement and outreach materials for both internal (Ktunaxa) and external audiences to share the Qat'muk Story and further garner support for this important work. In addition, we will also be working on the development of a Qat'muk Stewardship Plan which will guide the future stewardship of Qat'muk. To do this successfully for a large and somewhat inaccessible area, we require support to document Qat'muk and develop tools to help us share this important area with those who cannot access Qat'muk during the process.

Required Tasks and Deliverables

Tasks:

1. Develop Communications Strategy:
 - a. Develop public relations campaigns;
 - b. Develop a social media presence;
 - c. Conduct media outreach.

2. Website development:
 - a. Design a user-friendly website (both computer and mobile-enabled) with clear navigation, including:
 - i. Qat'muk Story – History and protection journey.
 - ii. IPCA Details – Principles, stewardship, and significance.
 - iii. News & Updates – Event announcements and milestones.
 - iv. Media Gallery – Videos, images, and downloadable resources.
 - b. Ensure the website visually reflects Qat'muk's branding, meets accessibility standards (e.g., WCAG compliance), and includes interactive features (interactive map, event calendar, feedback forms).
 - c. Ensure integration and secure hosting:
 - i. Collaborate with Ktunaxa staff to integrate private member-only content if required.
 - ii. Ensure secure hosting and scalability.
 - iii. Provide a content management system that enables easy updates.
 - iv. Ensure integration with Ktunaxa Nation Council tools (e.g. MailChimp for email opt-ins).
3. Video creation:
 - a. Use drone and helicopter footage to create an inspiring story for the declaration – may require additional footage to be captured.
4. Brand development:
 - a. Create a comprehensive branding package, including symbol integration, color palettes, typography, key messages and themes and design elements that align with Ktunaxa values and the Qat'muk vision.
 - b. Ensure branding is applicable across platforms, including kiosk panels, coloring books, coffee table books, digital assets, and merchandise.
5. Development of engagement materials:
 - a. Develop creative resources (coloring books, coffee table books, etc.) to engage younger audiences and allies.
 - b. Produce guides on Qat'muk's biodiversity and cultural significance.

Deliverables:

1. A communications and engagement strategy;
2. A user-friendly, interactive website including a phased timeline for development; testing, and launch of the website;
3. Training for Ktunaxa staff on website management;
4. A Qat'muk IPCA video;

5. Public outreach and engagement materials including public relations campaigns and a social media presence.
6. A cohesive branding package with visual identity and usage guidelines.

We expect to implement this contract in phases, with an initial contract for 4 – 6 months to include some critical initial deliverables, but not necessarily all of the specified services and deliverables. The overall contract will be 1-1.5 years.

Proposals

Proposals should include:

- A summary (with supporting resumes) of the proponent's background and expertise related to the services requested;
- A summary of any previous work undertaken with First Nations and knowledge; of/familiarity with the Ktunaxa Nation and Territory (i.e. upper Columbia River Basin);
- A description of the approach to be taken to carry out requested services;
- Samples of work your company or individual has completed related to the services requested;
- Budget and hourly rates.

Deadline for Proposals

Digital proposals should be received no later than **3:00pm on August 25, 2025**. The successful candidate/firm will be notified no later than August 31, 2025.

Contact Information

For further information, or to submit proposals:

Kerri Garner
Land Stewardship Planner
Ktunaxa Nation Council, Lands and Resources Sector
220 Cranbrook St. N
Cranbrook, BC, V1C 3R2
Cell: (867) 446-5754
kgarner@ktunaxa.org