

Arctic Inspiration Prize Ambassador/Nominator Handbook

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What is an Ambassador/Nominator?

Ambassadors/Nominators are volunteers who act as representatives of the AIP. In this role, they promote the AIP in communities across the North and encourage teams to get nominated.

Who can be an Ambassador/Nominator?

Ambassadors/Nominators can be representatives of organizations, universities, research institutes, private sector entities, governments, or any other organization from the North or South with interests in the Canadian Arctic. It is the goal of the AIP to reach out to communities across the North as broadly and as deeply as possible. Therefore, local and regional representatives are essential to achieving this goal.

What does an Ambassador/Nominator do?

In supporting the promotion of the AIP, Ambassadors/Nominators:

- **Spread the word** to make sure that information about the AIP is available at the grassroots level and in all communities through social and conventional media i.e. publications, local radio announcements, word of mouth, etc.
- **Seek out inspiring teams with eligible projects** and encourage them to [begin the nomination process](#).
 - o Have an idea.
 - o Build a team.
 - o Pick the right prize category.
 - o Find an AIP Ambassador/Nominators to support your nomination.
 - o Submit a Letter of Intent/Inspiration Proposal (youth prize).
 - o Submit your nomination on time.
- **Mentor and support teams** as they put their nominations together.
- **Nominate teams** for the AIP by writing and signing a Nomination Letter for them to submit as part of their nomination package.
- **Celebrate and showcase Laureates**, in their community, organization, and through social and conventional media.

How can Ambassadors/Nominators promote the Arctic Inspiration Prize?

Ambassadors/Nominators can promote the AIP in a number of ways, including:

- Featuring the AIP logo on your website, noting that you are an Ambassador/Nominators of the AIP;
- Celebrating and sharing news about the AIP and its Laureates on your websites and social media platforms;
- Writing about the AIP in your newsletters and/or in your organization/company updates;
- Liking and sharing the AIP's Facebook page (www.facebook.com/ArcticPrize); and
- Following the AIP on Twitter/X ([@ArcticPrize](https://twitter.com/ArcticPrize)) and re-tweeting AIP's tweets.

In being a part of the AIP family and sharing the good news stories of Laureates, Ambassadors/Nominators often themselves benefit from a raised profile and are regarded as positively contributing to the well-being of their community and region.

Promotional Tools

If you're an Ambassador/Nominator, use these tools to help you promote the AIP through your networks:

- [\\$1M & AIP Call for Nominations](#)
 - Posters
 - Radio script/spot
 - Social Media
 - Brochure
- [Arctic Inspiration Youth Prize Call for Nominations](#)
 - Posters
 - Radio script/spot
 - Social Media
 - Key Messages



Who are the AIP's other Ambassadors/Nominators?

More than 300 Ambassadors/Nominators represent the AIP in communities across the North and in organizations in the South. For a list of organizations acting as Ambassadors/Nominators, see:

<https://arcticinspirationprize.ca/ambassadors/>

What if I have questions?

You can visit the AIP website (www.ArcticInspirationPrize.ca); or contact one of our [AIP Region Managers](#) or contact the AIP office at aip@rhf-frh.ca.

What is the Arctic Inspiration Prize?

Overview

As the largest annual prize in Canada with a specific focus on the Arctic, the Arctic Inspiration Prize (AIP) encourages, enables and celebrates the inspiring achievements of the people of the North. Since its inception, the AIP has awarded over \$25.6 million to diverse teams, supporting innovative projects in the fields of education, sustainable housing, health, performing arts, traditional knowledge, language, and science. Up to \$3.7 million in prize money, shared annually by up to 12 winning teams, in three categories: \$1 Million, AIP, and Arctic Inspiration Youth Prize (AIYP).

Selection Process

The Regional Selection Committees (RSCs) of Yukon, the Northwest Territories, and Inuit Nunangat, composed of Northerners from diverse sectors and communities, review nominations submitted from their regions and make recommendations on shortlisted projects to be forwarded to the National Selection Committee (NSC). The NSC, composed of distinguished individuals known for their commitment to the Canadian Arctic and its communities, deliberates on the recommendations from the RSCs and identifies the Laureates of the prize for a given year.

Northern Ownership and the Arctic Inspiration Prize Family

The AIP is co-owned by indigenous organizations across the north and supported by a network of people and groups, including northern and southern organizations, academia, governments, non-governmental organizations, industry, philanthropy, media, and arts and culture organizations, who share a common goal: to recognize northern innovation and excellence and encourage teamwork for the betterment of life in Canada's North.

The AIP network includes:

- *Ambassadors/Nominators* and *Patrons* who promote the AIP in communities across the North.
- *Prize Partners*, including territorial governments, Indigenous self-governments, the federal government, indigenous organizations, corporations, and industry/the business community who contribute to the funds that are awarded to Laureates.
- *The Managing Partner*, the Rideau Hall Foundation, who covers the operational costs of the AIP and provides management support.
- *Airline Partners, Media Partners, and Arts and Culture Partners* who provide in-kind support to the AIP.
- *Sustainability Partners*, who provide expertise, a network of contacts, and additional funds to support the sustainability of Laureate projects.
- *Regional Selection Committees* for Yukon, the Northwest Territories, and Inuit Nunangat each composed of one representative from the National Selection Committee, youth, Laureates, and members of the business and education sectors.
- *A National Selection Committee*, composed of well-known and respected members with profound knowledge of the Arctic.
- *Arctic Inspiration Prize Charitable Trust*, composed of eleven trustees representing all six northern regions, Laureates, industry, science, and philanthropy.
- *Finalists*, who are shortlisted for the AIP based on their innovative projects.
- *Laureates*, who are winners of the AIP based on their inspiring and innovative projects that enable profound change in communities across the North.

FAQ

What is an Ambassador/Nominator?

AIP Ambassadors/Nominators provide guidance, encouragement and official nomination letters to teams applying to the AIP. AIP Ambassadors/Nominators are present in communities across the North, as well as in the South.

Can Ambassadors/Nominators nominate more than one team?

Yes! Ambassadors/Nominators may submit more than one nomination for any given year. Note that Ambassadors/Nominators must be arms-length from the project they are nominating (they must not be team members, belong to organizations or groups connected to the project, nor be in any way connected to the activities, outputs, funding or management/administration of the proposed plan).



Acting as an Ambassador/Nominator does not prevent an organization from being part of a project team nominated by another Ambassador/Nominator.

What is the Arctic Inspiration Prize?

A prize that aims to inspire, enable and celebrate teams from across the north who want to bring their innovative and inspiring ideas to life.

Each year, up to \$3.7 million is awarded to teams across three categories:

- \$1 million prize for one team.
- \$500,000 prize for up to four teams.
- \$100,000 prize for up to seven youth teams.

What projects are eligible for the Arctic Inspiration Prize?

The Arctic Inspiration Prize is an annual prize that inspires, enables, and celebrates the inspiring achievements of Northerners. It does this by, each year, giving away up to \$3.7 million worth of awards.

[Eligible projects](#) must have an impact in the eligible regions: Yukon, NWT, ISR, Nunavut, Nunavik, and Nunatsiavut. Teams must be led by a Northerner, with a majority of Northern team members. A Northerner is defined as:

- An Indigenous person of the North preferably working and residing in the regions eligible for the AIP; or
- A non-Indigenous person working and residing in the regions eligible for the AIP.

The Arctic Inspiration Youth Prize also requires the team be led by a youth (30 years old and younger) and the majority of the team must also be youth.

What information needs to be included in my nomination letter?

A nomination letter should only be one page. It should include brief information about the Ambassador/Nominator and outline the rationale for nominating the project and team. Remember you as the Ambassador/Nominator cannot be connected to the project or team in any way.

Where do I send my Nomination Letter?

Nomination letters, one page, should be sent to the team you are nominating so they can include it in their nomination package which must be submitted to the AIP by the deadline date and time listed each year.



When are the deadlines for the AIP?

There are separate deadlines for Letters of Intent/Inspiration Proposals and Nominations. These dates can be found on the [AIP website](#).