



COMMUNITY AMBASSADOR

ROLE OVERVIEW

OVERVIEW

In an effort to increase the frequency and quality of meaningful engagement between expedition cruise operators and Inuit, Oxen recommends that expedition companies implement a community ambassador program on select voyages sailing in Greenland and Nunavut.

The primary aim of the Community Ambassador program is to increase opportunities for Inuit community members to participate in, learn about, contribute to, and share the experience of expedition cruise voyages in the Arctic with those who have travelled from around the world to visit their ancestral homelands.

The Community Ambassador program structure that Oxen recommends has been designed in a way that maximizes benefits for all stakeholder groups; Inuit, visitors, and expedition companies.

The key objectives of the program are:

- Increasing Inuit participation in expedition cruise voyages in the Arctic
- Reducing barriers to access for opportunities within the expedition cruise industry by removing the need for Inuit to meet the often extensive certification, qualification and technical experience requirements needed to work as a conventional expedition guide/presenter
- Creating a structure that allows more Inuit elders to participate in expedition cruises, inviting their immense wisdom to our voyages and building relationships and understanding between operators and those who hold the most standing in Inuit communities.
- Increasing the economic and social benefits of expedition cruise operations to Inuit.
- Enhancing opportunities for expedition travellers to learn from and share experiences with Inuit.
- Developing a greater awareness of expedition cruise operations within communities by welcoming community members to observe and participate in expedition voyages.
- Building a network of community members across the Arctic who will have a greater understanding of expedition cruise operations.
- Maximizing mutual benefits while reducing conventional challenges (lack of access, identifying candidates, recruitment and training).
- Creating a progression pathway for Inuit to enter the expedition cruise industry, learn about opportunities within it, and then decide whether to progress from an ambassador role to more formal roles within an expedition team (zodiac driver, polar bear guard, naturalist, lecturer, expedition leader etc)
- Providing a structure where the experience of travelling on-board an expedition vessel as an Inuit partner can be shared between family members (potentially representing different generations), friends, colleagues, or mentors.
- Creating more organic pathways for visitors to get to know and learn from Inuit during their expedition voyage.

OXEN'S ROLE

- Oxen is available to support expedition operators who are interested in implementing a community ambassador program by helping to identify ambassador candidates, providing guidance and resources to companies and ambassadors as they prepare for their experience together, facilitating feedback, creating venues for ongoing dialogue and connection, and sharing learnings from prior ambassador programs.
- All formal aspects of the ambassador and operator relationship (including confirming travel arrangements to and from the voyage, pay, etc) should be managed directly between those parties (not via Oxen).



EXPECTATIONS OF OPERATORS:

- Community ambassadors should be invited in pairs so they can support one another, and share the experience together, through their journey. Oxen can help match ambassador candidates who do not have another Inuit to apply with.
- Provide one double occupancy passenger grade cabin for ambassadors throughout the voyage.
- Designate a member of the expedition team as a liaison for the ambassadors. It is recommended that contact be established between the ambassadors and their liaison prior to the voyage and that regular check-ins occur during the voyage.
- Operators should establish their own expectations re ambassador code of conduct while on board and ensure these expectations are clearly communicated to the ambassador prior to any agreements to join a voyage being reached.

EXPECTATIONS OF COMMUNITY AMBASSADORS:

- One of two ambassadors should have a good command of English.
- The primary function of the ambassadors should be to share the experience with visitors, as honoured guests of the expedition.
- Ambassadors should not be expected to fulfill expedition guiding functions (firearm handling, zodiac driving, carrying a radio, wildlife lookout, community visit planning etc). If ambassadors candidates are qualified and interested in fulfilling such functions they should be engaged in a role that best reflects their contribution (eg Expedition Guide vs Ambassador).
- Non-technical contributions to the expedition program should be voluntary. Ambassadors should be invited and encouraged to contribute if/as they are comfortable not required to do so.
- Meaningful ways that ambassadors have chosen to contribute in the past include participating in the onboard education program via recaps or presentations, providing interpretation or storytelling during shore excursions and informally interacting with guests (at their leisure) onboard the ship during mealtimes and other social gatherings.





COMPENSATION AND RELATED COSTS:



- It is recommended that Community Ambassadors receive an honorarium of \$150USD (\$200CAD) per ambassador per day (including travel days). Any decisions about pay are entirely at the discretion of the principal parties (operator and ambassador).
- It is recommended that all travel costs are covered by the operator and it should be made clear whether the operator will purchase and coordinate travel arrangements on behalf of ambassadors or whether ambassadors should facilitate their own travel arrangements and invoice the operator for reimbursement (it is strongly recommended that a budget is established before this occurs). It should be noted that in Nunavut, Inuit are eligible for special rates on regional airlines.

OTHER

- Remain in touch, coordinate 'reunions' during future ship visits to the ambassador's community.
- Seek feedback from and provide feedback to ambassadors after voyage.
- Share a recommended a packing list with ambassadors.
- Wherever possible Community Ambassadors should complement Inuit working in other positions within the expedition team and not be the only Inuit on board.
- It is recommended that opportunities to participate in ambassador programs are preferentially made available to Inuit living in areas where a given voyage will be sailing.



If you are interested in becoming a Community Ambassador
or an expedition cruise company interested in launching an
ambassador program please write to Alex McNeil at:

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