



MEMORIAL UNIVERSITY'S CENTRE FOR SOCIAL ENTERPRISE
& THE OLD COTTAGE HOSPITAL PRESENT

2022 PLACE DIALOGUES

OCTOBER 13-15, 2022
NORRIS POINT,
NEWFOUNDLAND & LABRADOR



**PLACE-BASED SOLUTIONS IN A CHALLENGED WORLD:
THE ROLE OF SOCIAL ENTERPRISES AND COMMUNITIES**

NORRIS POINT 2022



On October 13 – 15, 2022, 40 community champions, ecosystem partners, and researchers gathered at the Old Cottage Hospital and Lions Club in Norris Point to find solutions for building stronger communities.

Photo credit: Bernice Hillier

THE PARTICIPANTS



Ario Seto, Memorial University

Bernice Hillier, CBC

Charlie Caldwell, Shorefast

Chris Paterson, Harris Centre MUN

Christopher Mitchelmore, St. Anthony Basin Resources Inc

Colleen Hiscock, Java Jack's

David Lank, The Cape

Diane Hodge-Burt, CBDC Trinity Conception Corporation

Emily Bland, SucSeed

Garrett Melee, TaskForce NL

Gary Wilton, Bonne Bay Cottage Hospital Heritage Corp

Ivan Emke, Kitchen Table Communications

Ivan J White, Abadak

Jennifer Charles, Wild Cove Wellness

Joan Cranston, Bonne Bay Cottage Hospital Heritage Corp

Jodie Ashini, Cultural Guardian of the Innu Nation

Joshua Smee, Food First NL

Joyce Reesor, Bonne Bay Cottage Hospital Heritage Corp

Kelly Vodden, Memorial University

Ken Kavanagh, Bell Island Community Development Co-operative

Kimberly Orren, Fishing for Success

Kristen Murray, NL Federation of Co-ops

Laurie Haycock, Gros Morne Farm & Market

Lynn Way, Department of Industry, Energy and Technology

MacKenzie Young, Ocean Frontier Institute

Marie Louise Aastrup, Memorial University

Melissa Wheeler, Department of Industry, Energy and Technology

Natalie Slawinski, University of Victoria & Memorial University

Oana Branzei, Ivey Business School

Pamela Gill, Memorial University

Patrica Hewitt, Bonavista Historic Townscape Foundation

Rachel Atkins, Atkins Consulting

Renee Pilgrim, GNP Health & Wellness

Rob Greenwood, Harris Centre MUN

Sam Follett, The Cape

Sarah Croft, MUN Centre for Social Enterprise

Shirley Montague, Trails Tales Tunes Festival

Susan Cull, Shorefast

THE PARTICIPANTS



We had participants from across the province:

- 1 from Labrador
- 2 from eastern Newfoundland
- 3 from central Newfoundland
- 4 from the Great Northern Peninsula
- 8 from western Newfoundland
- 16 from the Avalon Peninsula
- 4 joined from out of province

And from various sectors:

- 12 represented social enterprises
- 10 represented academia
- 6 represented non-profits
- 5 represented business
- 2 represented community
- 2 represented media
- 1 represented government



ETUAPTUMUK



At the Dialogues, we aimed to practice Etuaptmumk, which means “two-eyed seeing” in Mi’kmaw.

Etuaptmumk is knowledge coexistence for the benefit of all people.

To practice it we all have to see that our knowledge can overlap but remains distinct. We do not throw away or relinquish if we can find good, we keep all the good for the mutual benefit of all.

Etuaptmumk is a philosophical concept, not a research method, that guides Indigenous and non-Indigenous people working together to ask if their **respect for other perspectives is stronger than their reliance on their own viewpoint.**

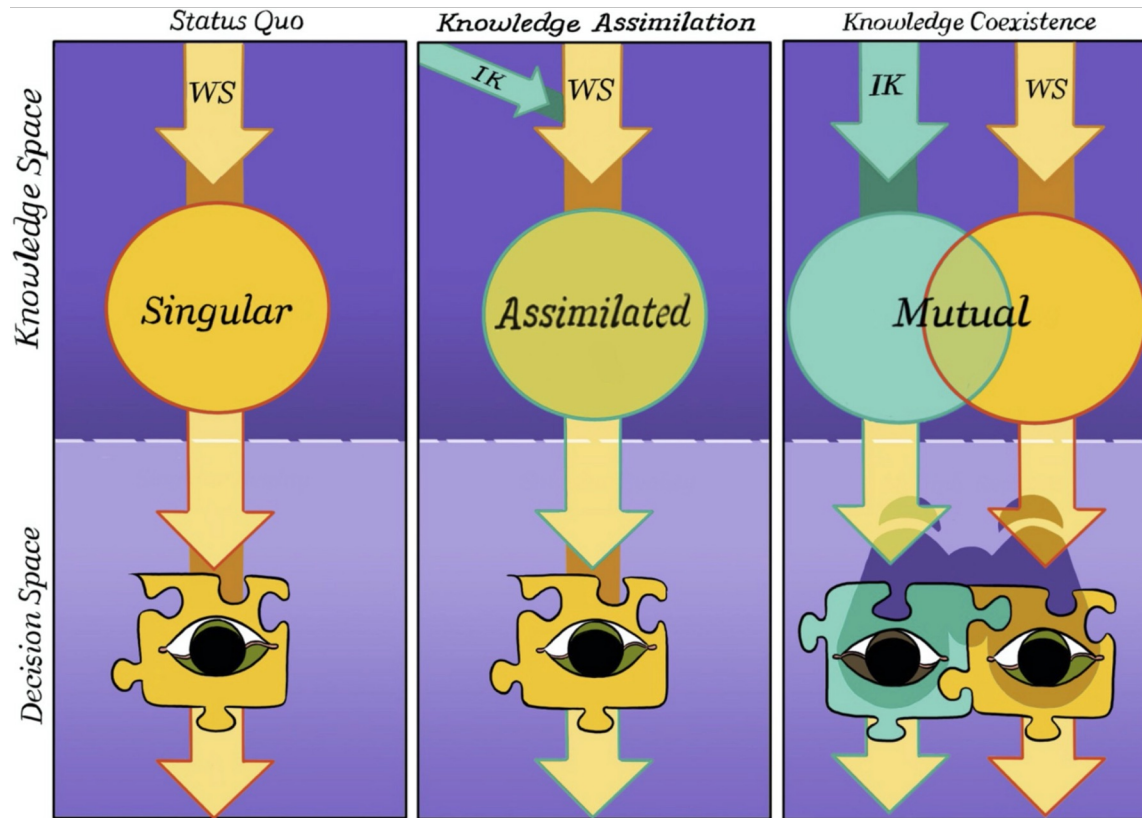


Image Source: Reid, AJ, Eckert, LE, Lane, J-F, et al. “Two-Eyed Seeing”: An Indigenous framework to transform fisheries research and management. *Fish Fish*. 2021; 22: 243– 261. <https://doi.org/10.1111/faf.12516>

Text: Ivan J White (with full and respectful credit to Elder Albert Marshall for conceptualizing and honoring us with the gift of Etuaptmumk)

Learn: <https://maw-lukutinej.buzzsprout.com/> <https://coastalroutes.org/coastal-connections>



WHAT DO PLACE-BASED INNOVATIONS LOOK LIKE FOR YOUR REGION?

Participants joined regional groups to develop innovative blueprints for their region.

The innovations were focused on the following sectors:

- **Green Tech** – Integrating communities, food provision, & business
- **Retirement hub** – Responding to senior housing needs incl. culture, nature, & health care
- **Transportation** – improving connectivity across the province with green infrastructure
- **Tourism** – Focusing on agritourism, festivals, & food

EXPLORING P-L-A-C-E



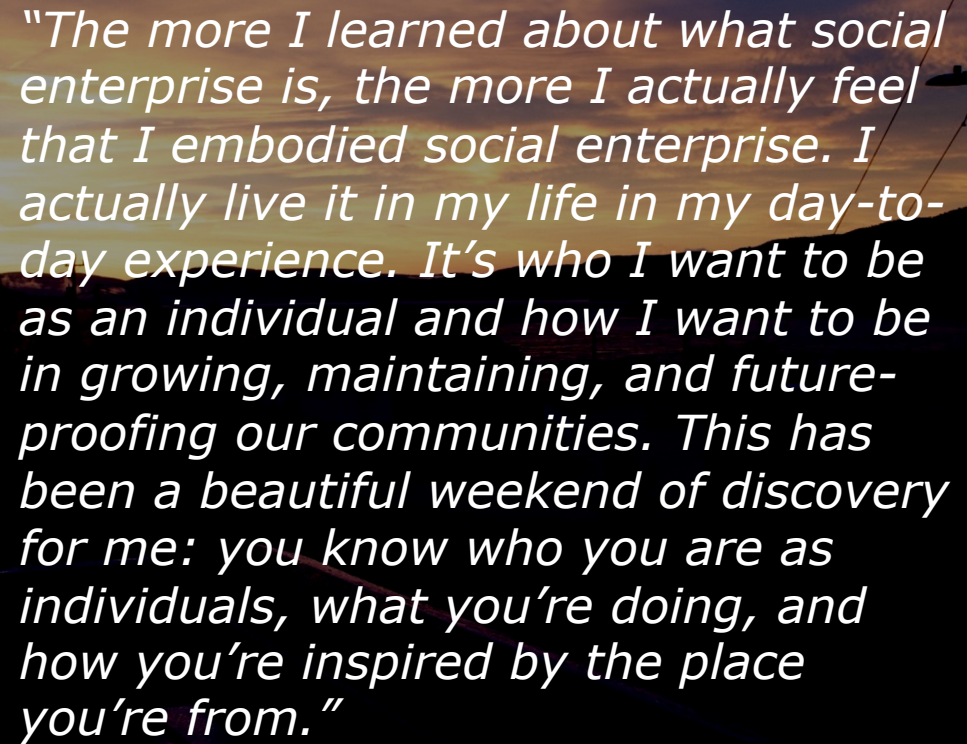
Participants had an opportunity to deepen their understanding of the PLACE Framework by walking around Norris Point, **exploring the P-L-A-C-E of Norris Point.**

Participants were divided into groups based on region (Avalon, Fogo & Bonavista, Western, Great Northern Peninsula & Labrador, and a pan-provincial group).

P Promoting community leaders means increasing the capacity of community members who are (becoming) champions of their place.

Participants noted that community champions could come from various groups:

- Health
- Business owners / entrepreneurs
- Town council
- NGOs
- Politicians
- Service industry
- Inter-regional groups:
 - Young people / young families
 - Youth groups / schools



"The more I learned about what social enterprise is, the more I actually feel that I embodied social enterprise. I actually live it in my life in my day-to-day experience. It's who I want to be as an individual and how I want to be in growing, maintaining, and future-proofing our communities. This has been a beautiful weekend of discovery for me: you know who you are as individuals, what you're doing, and how you're inspired by the place you're from."

Renee Pilgrim (GNP Health & Wellness)


Photo credit: Marie Louise Aastrup

**PROMOTE COMMUNITY
LEADERS**



Linking diverse perspectives can catalyze creative solutions.

- This approach can help with:
 - Bridging new and “old” residents
 - Resident & visitor tension resolutions
 - Linking researchers, academics, and community partners
- It can also help address challenges relating to issues such as:
 - Housing options (construction + rejuvenation & long-term housing)
 - Food needs – fresh, affordable, accessible, community based
 - Fishers & tourism



“The dialogues we’ve had, the passion that each of us in this room has had, the knowledge we’re able to share and the experiences, this is why it’s really important to bring us all together in person so that we can learn from each other. And then, we can look at the opportunities going forward and keep building [them]... building something really big, lasting and very powerful.”

Christopher Mitchelmore (SABRI)

Photo credit: Marie Louise Astrup

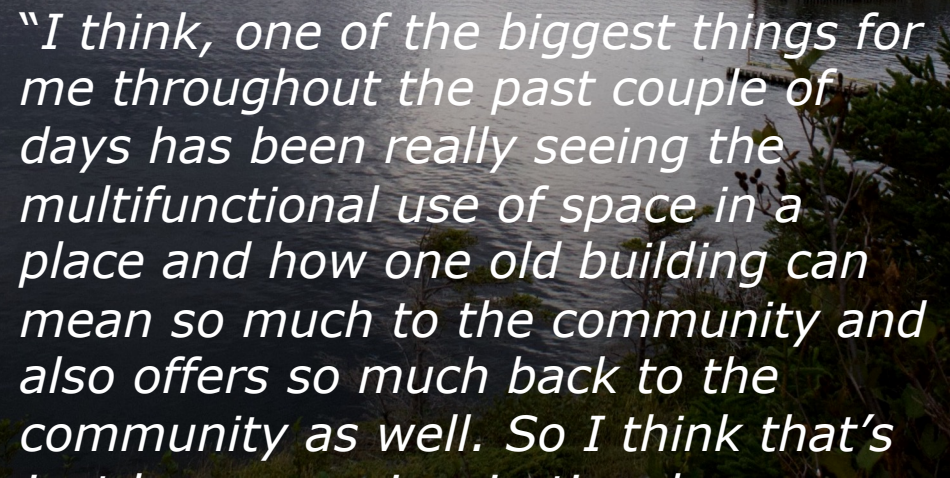
LINK DIVERSE PERSPECTIVES

A

Amplifying local capacities requires asking questions like: What does your community have? What makes your place special?

Norris Point has many assets including,

- Natural assets:
 - The **best** views
 - UNESCO, Parks Canada
 - Farm and
 - Ocean recreation opportunities
- Cultural assets:
 - Trail, Tales, Tunes Festival
 - Cottage Concerts
 - VOBB
 - Mystery Building (previous town bar)
- Social assets:
 - Diverse groups working together
 - Old Cottage Hospital
 - Lions Club & other social groups
- Physical/Institutional assets:
 - Proximity to airport
 - Ferry
 - Health care



"I think, one of the biggest things for me throughout the past couple of days has been really seeing the multifunctional use of space in a place and how one old building can mean so much to the community and also offers so much back to the community as well. So I think that's just been very inspirational, especially in rural coastal communities, where we have a lot of older assets that could be repurposed for something similar."

Garrett Melee (TaskForce NL)

Photo credit: Marie Louise Aastrup

**AMPLIFYING LOCAL
CAPACITIES**



Conveying and sharing positive stories about our place can be empowering. Challenges can be reframed as opportunities.

Stories about Norris Point include:

- Pre-highway coastal life
- Community gatherings through the National Park, festivals, arts, community/ university partnerships
- Come From Away's (and Stay's) feeling welcome
- Friendly ghosts in the Old Cottage Hospital
- Young chef living & working in the community with his young family



Photo credit: Ario Seto

CONVEY COMPELLING
STORIES

E

Engaging both/and thinking means embracing ambiguity and working towards bridging divides such as generating revenues AND social impacts in social enterprises.

Both/and thinking can uncover new opportunities such as,

- Livable communities:
 - Co housing & “Norris Point Living (housing through investment and adaptation)
 - Community shuttle
- Recreation:
 - Off-season recreational opportunities (winter recreation)
- Food access:
 - Grocery co-op (food delivery service)
 - Fish access
 - Food experiences
- Old Cottage Hospital:
 - Health and community hub
 - Balancing traditional community life with new developments



Photo credit: Marie Louise Aastrup

ENGAGE BOTH /AND
THINKING

OUR PRINCIPLES



We believe that the PLACE Dialogues are so much more than just a conference. Some of our guiding principles are:

1. We welcome, listen, and learn from everyone
2. We create a safe space for honest conversation and authenticity
3. We embrace vulnerability
4. We aim to practise Etuaptmumk
5. We push the boundaries & welcome innovation
6. We support one another
7. We foster connection and collaboration



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MEMORIAL UNIVERSITY'S CENTRE FOR SOCIAL ENTERPRISE
THE OLD COTTAGE HOSPITAL PRESENT

THE 2022 PLACE DIALOGUES

OCTOBER 12 - 15, 2022
MORRIS POINT, NEWFOUNDLAND



Place-based
solutions in a
challenged world:
The role of social
enterprises and
communities



SEE YOU IN 2023!