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INDIGENOUS OCEAN BUSINESSES AND TECHNOLOGY COMPANIES COLLABORATE WITH OCEAN TECH SECTOR TO DEVELOP SOLUTIONS TOWARD A SUSTAINABLE WORLD

On World Ocean's Day, Ulnooweg, together with the Centre for Ocean Ventures and Entrepreneurship (COVE) and Upswing Solutions, and with funding from the Government of Canada's Sustainable Development Goals Program, announce the launch of Samqwane'jk (suhm•kwan•āj•ka), the first initiative of its kind connecting Indigenous ocean businesses and ocean technology companies in Atlantic Canada to collaborate on innovative projects to improve the sustainability of our ocean and our communities.

Samqwane'jk (pronounced suhm•kwan•āj•ka)

Indigenous ocean businesses in Atlantic Canada will be invited to propose projects in partnership with ocean technology companies at COVE. At least three projects will be selected to receive support and funding that can demonstrate measurable progress towards the UN Sustainable Development Goals and help advance Canada's 2030 Agenda.

"Congratulations to Ulnooweg Development Group of Millbrook, Nova Scotia for another exciting Indigenous-based initiative!" states Lenore Zann, Member of Parliament, Cumberland-Colchester. "Ulnooweg Development Group continues to be a vibrant force in helping indigenous businesses and entrepreneurs attain their goals. With \$857,000 in funding from the Government of Canada's Sustainable Development Goals Program, this project will align indigenous ocean-based entrepreneurs and businesses with the Centre for Ocean Ventures and Entrepreneurship (COVE) and Upswing Solutions. By collaborating together they will build and grow viable ocean-based industries while ensuring the sustainability of our ocean environments. This is a great day for the Indigenous peoples of Atlantic Canada."

"Samqwane'jk translates into people who love the water," explains Chris Googoo, Chief Operations Officer at Ulnooweg Development Group. "This project brings together innovators who care about our oceans and who have the skills and desire to make significant strides towards ocean sustainability. The impact of these initiatives will positively affect many generations to come."

"By fostering partnerships between Indigenous ocean-food and technology companies and the ocean technology sector, we have the opportunity to develop solutions for a better and sustainable world," said Melanie Nadeau, CEO of COVE. "We are excited to continue to work with Ulnooweg and Upswing on this project, to provide opportunities and support for entrepreneurs and innovators in Indigenous communities."

"This ground-breaking initiative will build inclusive and equitable partnerships that bolster Indigenous involvement in Atlantic Canada's ocean technology sector while positioning the region as a hub for the innovative blue economy", said Allison Murray, CEO of Upswing Solutions. "Upswing is thrilled to be part of a project team with

Ulnooweg and COVE to help advance sustainable ocean businesses in Atlantic Canada.”

Participants of the project will include Indigenous ocean businesses and ocean technology companies in Atlantic Canada in the aquaculture, fish harvesting, and fish processing businesses, and Indigenous entrepreneur-owned ocean tech businesses associated with Ulnooweg, and start-ups, companies, and partners of COVE.

Samqwane'jk is supported with funding from the Government of Canada's Sustainable Development Goals Program.

For more information about the program visit www.Samqwanejk.com

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About Ulnooweg

Ulnooweg's mandate is to empower Indigenous individuals, youth and their communities in business, education, entrepreneurship and wealth creation. It does so by providing them with the tools, means, thought leadership and opportunities that lead to positive capacity building on a long term basis.

About COVE

Centre for Ocean Ventures and Entrepreneurship (COVE) is an ocean tech innovation hub and business park located in Dartmouth, Canada. COVE brings together people, ideas, industry, and research to enable our community and members to work in new ways. As part of its programming, COVE fosters the development of an engaged workforce for ocean industries to meet today's and future needs and takes advantage of both on and offshore shared infrastructure to enable new ocean products and services. COVE is a catalyst in creating the world's next practical, commercial, and revolutionary ocean tech advances. COVE's founding partner is Irving Shipbuilding Inc. (ISI) under the National Shipbuilding Strategy Value Proposition. To learn more about COVE, visit www.coveocean.com.

About Upswing

Upswing Solutions is a consulting company based in Halifax, N.S. that delivers high-impact strategies with actionable plans for companies that want to grow sustainable, inclusive and resilient businesses. Our experience spans global industries to local small and medium-sized businesses. In partnership with our diverse network of sustainability experts, we create commercial strategies that position organizations to thrive in the economy of the future. To learn more about Upswing Solutions, visit www.upswingsolutions.net.

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