



Reconciliation Action Plan

Artist Profile

Cody James Houle (he/him) is an Anishinaabe (Saugeen First Nation) and French visual artist living in Brantford, Ontario.

His creative process focuses on telling his family's story and the healing power of representing intergenerational kinscapes. His artistic practice is rooted in honouring his ancestral connections, the land and the importance of telling one's story beyond colonial parameters.

Cody works to free his soul and to be an example for his daughter and all Indigenous youth of someone who is bravely transforming relationships—through his art—to identity, culture, and family who are no longer here and who did not get to make sense of or tell their own stories.



Reconciliation Action Plan

Our **Reconciliation Action Plan** aligns with Nalu Web Design & Development's broader mission, vision, and values by ensuring that our work supports and includes Indigenous communities.

Nalu Web Design & Development

Mission, Vision & Values

Mission

At Nalu Web Design & Development, our mission is to create innovative, user-friendly, and impactful digital solutions that empower businesses and organizations. We strive to deliver high-quality web design, development, and digital marketing services that enhance online presence, improve user experience, and drive success for our clients.

Vision

Our vision is to be a trusted leader in web design and digital solutions by providing exceptional services that foster growth, accessibility, and engagement. We aim to build strong partnerships, leverage emerging technologies, and support businesses in reaching their digital potential.

Values

- **Innovation** – We embrace creativity and the latest technology to deliver cutting-edge digital solutions.
- **Collaboration** – We build strong relationships with clients, partners, and communities to create meaningful digital experiences.
- **Integrity** – We operate with honesty, transparency, and a commitment to delivering high-quality work.
- **Inclusivity** – We design and develop digital spaces that are accessible, user-friendly, and welcoming to all.
- **Sustainability** – We support long-term digital solutions that are scalable, secure, and environmentally conscious.

1. Relationships

Foster meaningful and respectful relationships with Indigenous individuals, organizations, and businesses, and lead the Nalu community in implementing sustainable and tangible actions in support of reconciliation

Actions:

- Establish partnerships with Indigenous-led businesses for collaborations on web design and development projects.
- Participate in local Indigenous networking events, workshops, and community engagements.
- Seek mentorship and cultural guidance from Indigenous leaders and knowledge keepers.
- Encourage staff to attend Indigenous awareness training to foster understanding and respect.

Measurement & Timeline:

- Develop at least three Indigenous business collaborations within 12 months.
- Ensure all team members complete Indigenous awareness training by the end of the year.

2. Respect

Champion and integrate Indigenous cultures, knowledge, and digital sovereignty across all aspects of our operations and engagements

Actions:

- Embed Indigenous design principles and cultural awareness into website development projects where appropriate.
- Acknowledge traditional lands on the company website and marketing materials.
- Follow ethical data practices by respecting Indigenous data sovereignty and obtaining informed consent for digital projects.
- Create a guide on culturally appropriate website content for Indigenous clients.

Measurement & Timeline:

- Implement Indigenous design elements in at least three projects per year.
- Develop a company-wide Indigenous cultural guideline document within six months.

3. Opportunities

Actively support and promote Indigenous economic development and meaningful employment opportunities within the digital industry

Actions:

- Offer internship or mentorship opportunities to Indigenous students interested in web design, development, or digital marketing.
- Prioritize Indigenous suppliers and service providers where possible.
- Create educational content (e.g., webinars or blog posts) to help Indigenous entrepreneurs build and maintain their own websites.
- Develop special pricing or grants for Indigenous businesses needing digital services.

Measurement & Timeline:

- Establish an internship program and onboard the first Indigenous student within a year.
- Publish at least four educational resources annually tailored for Indigenous entrepreneurs.
- Allocate a portion of annual revenue to Indigenous-focused sponsorships or partnerships.

4. Governance & Accountability

Ensure Nalu Web Design upholds its reconciliation commitments through strong governance, transparent accountability, and continuous evaluation

Actions:

- Appoint a Reconciliation Champion within the company to oversee implementation and progress.
- Develop an internal reporting system to track reconciliation actions and impact.
- Conduct an annual review of the Reconciliation Action Plan and adjust based on feedback from Indigenous partners.
- Regularly communicate reconciliation progress in company updates or reports.

Measurement & Timeline:

- Assign a Reconciliation Champion within three months.
- Conduct the first reconciliation progress review within one year.

Conclusion

At Nalu Web Design & Development, we believe that reconciliation is an essential part of doing business responsibly. By integrating meaningful actions into our work, we contribute to a more inclusive and equitable digital landscape. This Reconciliation Action Plan supports our broader commitment to innovation, collaboration, and integrity in everything we do.

