



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 values mission, and vision, by ensuring that our work supports and includes Indigenous Peoples and communities.

Message from the CEO

At Nalu Web Design & Development, reconciliation begins with genuine relationships founded on respect, understanding, and collaboration. This Reconciliation Action Plan represents our ongoing commitment to meaningful change and to creating a digital landscape that honours Indigenous voices, knowledge, and leadership.

Our team recognizes that technology and storytelling have the power to bridge gaps and strengthen communities. Through our work, we strive to ensure that Indigenous Peoples are not only represented in the digital space but fully engaged and supported through opportunities that reflect equity and inclusion.

Reconciliation for us is not a single project or initiative. It is an evolving practice embedded in how we build partnerships, design solutions, and engage with the communities around us. We are committed to continuous learning, active listening, and respectful collaboration as we walk this path together.

By aligning our actions with our values of integrity, inclusivity, and collaboration, we aim to make a lasting and positive impact. Together, we can build a future where reconciliation is reflected in both our digital work and the way we show up as a company and as individuals.

Dina Campbell

CEO & Founder, Nalu Web Design & Development

Nalu Web Design & Development

Mission, Vision & Values

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 everyone. We follow accessibility best practices to ensure all users can easily navigate and engage with our websites.
- **Sustainability** – We support long-term digital solutions that are scalable, secure, and environmentally conscious.

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.

1. Relationships

At Nalu Web Design & Development, we believe reconciliation begins with building genuine, long-term relationships grounded in trust, respect, and collaboration. We are committed to connecting with Indigenous Peoples, organizations, and businesses through meaningful engagement that supports digital inclusion and shared success.



Actions:

- Establish partnerships with Indigenous-led businesses and organizations to collaborate on web design, digital marketing, and development projects that elevate Indigenous voices and entrepreneurship.
- Participate in Indigenous community events, gatherings, and workshops across Northwestern Ontario to strengthen relationships and expand cultural understanding within the Nalu team.
- Seek ongoing mentorship and cultural guidance from Indigenous leaders, Knowledge Keepers, and community advisors to inform company practices and project approaches.
- Ensure all staff complete Indigenous awareness and cultural competency training to deepen understanding, empathy, and respect in both client and community interactions.
- Host at least one annual community engagement session (virtual or in person) with Indigenous partners to share progress, gather feedback, and explore new opportunities for collaboration.

Measurement & Timeline:

- Develop ten new Indigenous business or community partnerships by December 2026.
- Ensure 100% of Nalu team members complete Indigenous awareness training by September 2026.
- Participate in at least 4 Indigenous community events or gatherings each year, starting in 2026.
- Establish an ongoing mentorship relationship with an Indigenous advisor or Knowledge Keeper by June 2026.
- Host the first annual Indigenous engagement session by November 2026.

2. Respect

Nalu Web Design & Development is committed to honouring Indigenous cultures, knowledge systems, and digital sovereignty across all aspects of our work. We recognize that respect is not only about acknowledgment but about action, integrating Indigenous values and voices into the way we design, communicate, and collaborate.



Actions:

- Embed Indigenous design principles such as shared governance, balance, and community representation into website development projects where culturally appropriate.
- Include traditional land and water acknowledgements across the company website, social media, and client presentations to promote awareness and recognition of place.
- Adopt ethical data and digital practices that uphold Indigenous data sovereignty principles, including obtaining informed consent and applying OCAP® (Ownership, Control, Access, and Possession) standards to relevant digital projects.
- Develop a Cultural Content and Design Guide to support team members and clients in creating culturally respectful and accurate digital content for Indigenous-led or community-based projects.
- Collaborate with Indigenous artists and knowledge holders to review or contribute to visual design and storytelling where appropriate, ensuring cultural integrity in project outcomes.

Measurement & Timeline:

- Indigenous design elements are integrated into at least 25% of projects annually by December 2026.
- Company-wide Indigenous Cultural Content and Design Guide completed by June 2026 and reviewed annually for updates.
- Traditional land and water acknowledgements will be displayed across all Nalu digital channels by March 2026.
- OCAP® principles will be implemented in all Indigenous-related digital projects starting July 2026.
- Establish a roster of Indigenous collaborators and cultural reviewers by September 2026 to guide ongoing project development.

3. Opportunities

Nalu Web Design & Development is committed to creating meaningful opportunities that support Indigenous economic development, entrepreneurship, and participation in the digital industry. We believe reconciliation includes helping Indigenous Peoples not only access but thrive within the digital economy — through mentorship, education, and collaboration that lead to long-term growth.



Actions:

- Launch an Indigenous Internship and Mentorship Program to provide hands-on experience in web design, development, and digital marketing for Indigenous students and emerging professionals.
- Prioritize Indigenous suppliers and service providers in company procurement and partnerships to strengthen Indigenous-led economic participation.
- Develop accessible educational resources such as webinars, guides, and blog posts that empower Indigenous entrepreneurs to build, manage, and maintain their online presence.
- Create a Digital Access Grant or Special Pricing Program to reduce financial barriers for Indigenous start-ups, nonprofits, and small businesses seeking professional digital services.
- Collaborate with Indigenous organizations and post-secondary institutions to co-host community training sessions and promote pathways into digital careers.

Measurement & Timeline:

- Indigenous Internship and Mentorship Program established and first participant onboarded by September 2026.
- At least 3 new educational resources or workshops for Indigenous entrepreneurs will be developed annually beginning in 2026.
- Minimum of 10% of annual procurement spending directed to Indigenous-owned suppliers and service providers starting in 2026.
- Digital Access Grant or Special Pricing Program launched by June 2026, supporting at least three Indigenous-led projects per year.
- Two community training or digital literacy sessions are hosted annually, beginning in 2026.

4. Governance & Accountability

Building relationships, fostering respect, and creating opportunities are only meaningful when they're backed by clear accountability. At Nalu Web Design & Development, we understand that reconciliation requires more than intention; it demands structure, transparency, and follow-through. Our governance approach ensures that every action in this plan leads to measurable outcomes and lasting change.

At Nalu, accountability is the foundation of meaningful reconciliation. Our commitments will be guided by integrity, transparency, and collaboration, ensuring that reconciliation is not just a statement of intent but a measurable and ongoing practice embedded in every aspect of our operations.

To maintain momentum and uphold our commitments, we will implement clear governance structures, open reporting, and continuous evaluation that reflect both our company values and community expectations.



Actions:

- Appoint a Reconciliation Champion from the leadership team to oversee implementation, liaise with Indigenous partners, and ensure reconciliation principles are embedded in daily decision-making.
- Establish a quarterly reporting framework to measure progress on all reconciliation actions, evaluate outcomes, and identify opportunities for improvement.
- Create an internal Reconciliation Working Group with representatives from across departments to promote collaboration, share knowledge, and ensure accountability throughout the organization.
- Engage Indigenous advisors or organizations annually to review progress, provide cultural guidance, and ensure that our actions remain aligned with Indigenous priorities and protocols.
- Publish an Annual Reconciliation Progress Summary on Nalu's website to communicate results openly and demonstrate transparency with clients, staff, and community partners.

Measurement & Timeline:

- Reconciliation Champion appointed by March 2026.
- The Internal Reconciliation Working Group is to be established by June 2026.
- First quarterly progress report completed by September 2026.
- Annual plan review with Indigenous advisors completed by December 2026, with recommendations integrated into the following year's goals.
- Public Reconciliation Progress Summary is released each January, beginning in 2027.

Looking forward together into the Future

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.

At Nalu Web Design & Development, we believe reconciliation is integral to responsible business. We honour the leadership, knowledge, and cultural strength of Indigenous Peoples and communities and recognize their essential role in shaping a more inclusive digital future.

We see technology and social media as modern networks that amplify voices, strengthen connections, and empower communities. We are committed to ensuring Indigenous Peoples are not only represented but fully engaged in technology cultures.

This Reconciliation Action Plan affirms our dedication to inclusion, collaboration, and integrity as we work to create a more equitable digital landscape.

