

SHIPEKU



TOWARD SUSTAINABLE INDIGENOUS TOURISM

INDIGENOUS TOURISM ENTERPRISES ON AN 18-MONTH JOURNEY TOWARD SUSTAINABILITY MERGING SCIENTIFIC AND TRADITIONAL KNOWLEDGE

An Indigenous Tourism Quebec initiative

Development Advisor and Sustainable Transition Coordinator



Pierre Kanapé

Development Advisor at Indigenous Tourism Quebec, Pierre, Innu from Pessamit, will be the internal resource responsible for the sustainable development component of this unique initiative. By the end of this project, Pierre will have grown his expertise in sustainable Indigenous tourism and he will be equipped to support enterprises in their actions in the transition toward sustainability.

Program Coordinator for SHIPEKU



Jean-Michel Perron

Tourism Advisor at PAR Conseils—with 48 years of industry experience in various sectors including Indigenous tourism, Jean-Michel will be the Program Coordinator and the guide in transitioning Indigenous Tourism Quebec toward sustainability. Co-founder of Tourisme durable Québec, he holds a certificate in circular economy.

Advisor for integrating traditional knowledge within SHIPEKU



Karine Awashish

Atikamekw from Opitciwan, Karine is a doctoral student in sociology and the manager of the Nitaskinan cooperative. She holds a master's degree in leisure, culture and tourism from UQTR and a bachelor's degree in business administration from UQAM. Karine will be assisting advisors in the integration of traditional Indigenous knowledge within the SHIPEKU approach.

Team of sustainable tourism advisors for SHIPEKU



Sandrine Lamy-Grenier

After obtaining her bachelor's degree in industrial engineering at Polytechnique Montréal, Sandrine focused on environmental design. As part of her master's thesis at UQAM, she examined the effective management of residual materials and zero waste in Montreal institutions. First as the lead of energy efficiency projects—then as Co-coordinator of the organization Le Crapaud—she worked for over two years in urban agriculture. Sandrine combines her technical knowledge and her passion for design to create projects that have a local impact on individuals and on the environment.



Aurore Courtieux-Boinot

Dedicated, driven and determined, Aurore is the co-founder of La vague. She holds a bachelor's degree in communication and public relations from the University of Edinburgh and a master's degree in environmental management from the University of Sherbrooke. Aurore has been involved in environment-related work for 10 years, with expertise in waste management and the circular economy through collaboration with companies and citizens. Besides putting her expertise at the service of cafes and restaurants that are members of La vague, Aurore provides consulting services within the Incita Cooperative.



Laura Grenier-Paquette

With a keen interest in event planning, Laura was drawn to sustainable development during her training at CQEER. She holds a bachelor's degree in cultural production strategy and is pursuing a master's degree in management and sustainable development. Laura believes in combining creativity and environmental considerations through sustainable management choices when planning small and large events or within culture-related fields (performing arts and filming).



Sophie-Laurence H. Lauzon

Holding a bachelor's degree in environmental studies and a master's degree in environmental management from the University of Sherbrooke, Sophie-Laurence is an expert in the management of residual materials and the implementation of sustainable development approaches within organizations. Detail-oriented and enthusiastic, Sophie-Laurence is determined to support organizations in becoming more eco-responsible to address current environmental challenges.



Amandine Gournay

Amandine holds a bachelor's degree in environmental studies and a master's degree in environmental management and applied policy from the University of Sherbrooke. She is interested in the gender dimension in the fight against climate change and is driven in supporting enterprises to becoming eco-responsible. Rigorous, creative and enthusiastic, Amandine strives toward an inclusive and equitable ecological transition.



Julia Thibault

Julia earned her master's degree in tourism and environmental management in 2011. She has been working in the tourism sector since 2004, including 11 years of specialization in sustainable tourism. After having worked at Scandic Hotels, Club Med, the Chambre de Commerce et d'Industrie de Bretagne, the Butterfly Tourism consulting firm, the Regional Natural Park of the Morbihan Gulf, she is now an independent consultant.

Since 2021, Julia has been teaching Sustainable Development of Tourism at the Tunon school and at the Vatel school in Nantes as well as Adapting to Change and Social Responsibility of Tourism Enterprises at ESTHUA in Angers.



Isabelle Pécheux

Having graduated in administration and geography, Isabelle has been working for thirty years in the tourism industry's tour operator sector. Driven by a keen interest in tourism and sustainable development, she founded Passion Terre in 2012. Passion Terre is a tour operator with practices developed around sustainable tourism. In 2021, Isabelle repositioned the mission of Passion Terre to provide training and consulting services in sustainable tourism to enterprises and organizations in Quebec. She also volunteers, as board member and secretary respectively, for Tourisme durable Québec and Fondation des Jeunes en Développement durable.



Valérie Massalaz

After obtaining a degree in marketing techniques and completing a training in tourism marketing, Valérie turned to tourism-related experiences, whether in the field as a tour guide or as a package designer. Living in Quebec for the past 30 years, she loves to share the province's hidden treasures. Working in sustainable tourism with Passion Terre since 2012, Valérie shares her expertise with all those who aspire to making Quebec a sustainable and responsible destination.



Dannie Caron

Leveraging 20+ years of experience in the Quebec tourism industry, Dannie founded HD Marketing in 2008—an agency specialized in tourism marketing with a mission to develop, optimize and make profitable the sales, distribution and marketing processes of tourism enterprises and hotels. In 2020, she supported the strategic development of several innovative and sustainable projects within the scope of Quebec subsidy programs (namely EPRT, PARIT, PADAT). In September 2021, Dannie trained her teams in implementing best practices relating to sustainable development as a means of aligning future marketing strategies and sustainable tourism.