

**What is the opportunity?**

In the area, there isn't a lot of education on how the land came to be. There is a big outdoor/hiking community, and that allows for an opportunity to reach people at common spots around the area.

**What is the insight?**

Many properties are secluded, and the idea of an "escape" leads to a lot of ignorance surrounding the ownership of land. People take pride in owning a cottage, and with the increase in land prices/availability, there seems to be a need to own the most land with the biggest property. Land has become such a valued commodity, but for the sole reason of being a status symbol.

**What do people believe?**

There isn't much education, so most people only know the history of land as it relates to them.

**Idea and support through execution**

Since so many people like to explore the outdoors, and the fact that the area is known for its nature and beauty brings lots of tourism, there is a chance to educate a wide audience of people in a respectful and reciprocal way. Whose land is an organization that educates people on Indigenous ownership of land through a virtual map, and also provides land acknowledgements for those areas. By creating QR codes, people can learn more about the land they are experiencing, and can raise awareness about the history of the area.

**Role of communication**

To bring awareness, and also shed light onto how local government has not spoken up for communities of people.

**Tone**

Informative, but also serious. This is a chance to educate people that may not experience the land ever again, or simply have no previous reason to care about the history. By remaining accessible, it allows for people to choose to learn and grow without having to put too much effort in.