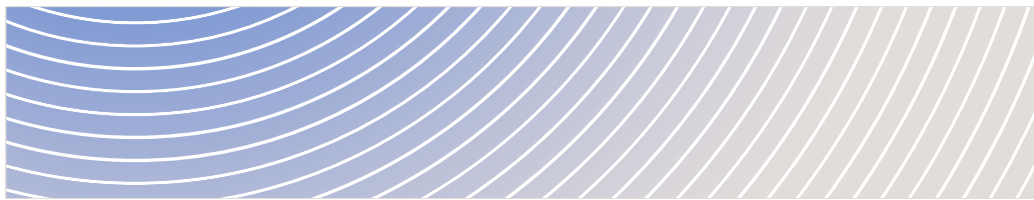


Public Participation Plan



JOYCE LAKE DIRECT SHIPPING IRON ORE PROJECT

July 2026



Impact Assessment
Agency of Canada

Agence d'évaluation
d'impact du Canada

Canada 



Public Participation Plan

1. Introduction

On January 3, 2013, the Impact Assessment Agency of Canada (IAAC) determined that a federal environmental assessment is warranted for the Joyce Lake Direct Shipping Iron Ore Project (the project), under the *Canadian Environmental Assessment Act, 2012*. On May 21, 2021, the project was registered with the Government of Newfoundland and Labrador's environmental assessment process and on November 3, 2021, it determined that an Environmental Impact Statement (EIS) is required for the project, pursuant to the Newfoundland and Labrador *Environmental Protection Act*.

Following a request from the proponent, on December 17, 2025, IAAC decided to continue the assessment of the project as an impact assessment under the *Impact Assessment Act* (the IAA). For any project subject to a federal impact assessment, the IAA requires IAAC to develop a Public Participation Plan (the Plan) to set out opportunities for participation during the impact assessment process. It is intended to be flexible and does not preclude IAAC from making changes to the approaches described in this Plan in order to accommodate changes that may occur during the assessment.

For additional information about the implementation of meaningful public participation, please refer to the [Framework: Public Participation Under the *Impact Assessment Act*](#) and [Guidance: Public Participation in Impact Assessments](#). A distinct and separate [Indigenous Engagement and Partnership Plan](#) is also available, outlining Indigenous engagement opportunities and approaches.

2. Description of the Proposed Project

Joyce Direct Iron Inc. (the proponent) is proposing the construction, operation, and decommissioning of an open-pit iron ore mine located in Newfoundland and Labrador, approximately 20 kilometres northeast of Schefferville, Quebec. As proposed, the mine would produce up to an estimated 2.5 million tons of ore per year over a life span of seven years. The project would consist of an open pit mine, dewatering of Joyce Lake, crushing and screening of ore (dry processing), waste rock disposal, support infrastructure, access and haulage roads, a causeway, and a rail loop to connect with an existing railway.

For more information on the impact assessment of the project or to view the information and comments received, visit the Canadian Impact Assessment Registry (the Registry) website at <https://www.iaac-aeic.gc.ca/050/evaluations/proj/80015?culture=en-CA>.



3. Objectives of the Public Participation Plan

The Plan outlines the various ways a participant may provide input and engage in the process, including for those most likely affected by the project. The following are objectives for public participation:

- Members of the public who wish to participate in the impact assessment have the opportunity to do so in an informed manner;
- IAAC informs the proponent of concerns raised by interested parties; and
- Public views heard throughout the process and related to federal jurisdiction are tracked and inform decision-making.

4. Identification of Stakeholders

The appended distribution list includes communities, organizations, and other stakeholders identified by IAAC as potentially interested in the project. Participants on the distribution list will receive updates and notices about the project's impact assessment as the process unfolds. If you or your organization would like to be added to this list, please contact us directly at the project email address: joycelakeironoremine-minedeferjoycelake@iaac-aeic.gc.ca. Individual names will not be published.

5. Public Participation Tools

IAAC has identified a series of tools to ensure meaningful participation in the impact assessment process, including:

- Project specific e-mail address for contacting IAAC: joycelakeironoremine-minedeferjoycelake@iaac-aeic.gc.ca;
- Direct telephone line to facilitate access to information and receipt of public comments: (902) 426-0564;
- Public consultation period(s), as applicable;
- Opportunities to apply for funding under the Participant Funding Program, as applicable, to support the public participating in the process: <https://www.canada.ca/en/impact-assessment-agency/services/public-participation-impact-assessments/funding-programs/participant-funding-program.html>;
- As available, [virtual training on the impact assessment process](#) and how to actively participate in the process;



- As required, targeted meetings, in person or virtual, with environmental and community organizations and groups;
- Public notices and updates published on the Registry;
- Social media updates (e.g., X's feed @IAAC_AEIC #JoyceLakeMine) that provide information and updates on the impact assessment and announce opportunities for public participation and funding;
- Informative e-mails sent to members of the distribution list created for the project; and
- Community radio announcements and publication in local newspapers, as required.

For the purposes of this project's impact assessment, IAAC is cooperating with the Government of Newfoundland and Labrador. Comments received by IAAC will be shared with Newfoundland and Labrador for consideration in its environmental assessment process.



6. Public Participation Activities and Approach

The following table provides a description of the main phases in the impact assessment process, and an outline of engagement opportunities in each phase, including events led by IAAC or another jurisdiction, as well as events planned by the proponent (to the extent known). The table describes the objectives of each phase and the anticipated engagement activities that will be used.

Table 6.1 – Table of Public Participation Approaches and Activities

Objectives of the Phase	Expected Activities	Time Frame	Public Participation Tools
Stage: Impact Statement			
• Raise awareness among the public about the impact assessment process and how to participate in a meaningful way. • Encourage the public to share information with the proponent to inform the development of the proponent's Impact Statement. • Notify the public of key steps in the process such as receipt of the Impact Statement.	• IAAC will post the Impact Statement Summary on the Registry, as applicable.	• Following the submission of the Impact Statement Summary by the proponent	• Notice on the Registry, social media, newspapers and on the radio, as applicable. • If necessary, in person and/or virtual community meetings, with the possible participation of the proponent. • E-mails and telephone, as applicable.
	• IAAC will inform the public of the availability of funding, as applicable, to support their participation in the remaining phases of the impact assessment phase.	• Announcement of the available funding to be determined.	
	• IAAC will respond to enquiries received by e-mail or telephone.	• Ongoing, as required.	



	• Updates on the project's impact assessment process will be provided by e-mail to stakeholders on the distribution list.	• Ongoing, as required.	
Stage: Impact Assessment			
• Raise awareness among the public about the impact assessment process and how to participate in a meaningful way. • Validate information on IAAC's draft Impact Assessment Report, address outstanding issues or deficiencies. • Notify public of key steps in the process such as the comment period on the draft Impact Assessment Report.	• IAAC will post the draft Impact Assessment Report on the Registry. IAAC will seek public comments on this document.	• The consultation will begin following the posting of the draft Impact Assessment Report on the Registry.	• Online consultation period. • Notice on the Registry, social media, newspapers and on the radio, as applicable. • In-person or virtual presentations, if required. • E-mails and telephone.
	• If required, IAAC may hold community meetings for the public on the draft Impact Assessment Report. Meetings may include question-and-answer sessions. IAAC may also conduct information sessions for target groups as needed.	• Following the posting of the draft Impact Assessment Report.	
	• If applicable, IAAC will inform the public of the availability of funding to support public participation in the impact assessment phase. The public is encouraged to contact the Participant Funding Program office for information (see section 7 for contact details).	• Announcement of funding availability to be determined.	
	• IAAC will respond to enquiries received by e-mail or telephone.	• Ongoing, as required	
	• Updates on the project's impact assessment process will be provided by e-mail to stakeholders on the distribution list.	• Ongoing, as required	



Stage: Decision-making			
• Inform the proponent and the public about the decision of the Minister of Environment, Climate Change, and Nature.	• IAAC will post the following on the Registry: ○ the Final Impact Assessment Report; ○ the Minister's Decision Statement, including any conditions associated with the project and the rationale for the decision.	• Following the Minister's decision	• Notices on the Registry, social media, newspapers and on the radio, as applicable. • E-mails and telephone.
	• IAAC will respond to enquiries received by e-mail or telephone.	• Ongoing, as required	
Stage: Post-Decision (if the project is approved)			
• Inform the public about follow-up and monitoring activities and the results of the follow-up program activities. • Inform participants of possible changes to the Decision Statement and request comments on the proposed changes.	• IAAC will conduct compliance and enforcement activities consistent with the Compliance Promotion and Enforcement Policy for Designated Projects Subject to the <i>Impact Assessment Act</i> , and will post the results of follow-up and monitoring activities on the Registry.	• According to the timeline set out in the Decision Statement.	• Follow-up results posted on the Registry. • Online consultation period, if applicable. • Notices on the Registry, if applicable.
	• If the proponent submits a change to the project and IAAC determines that the Decision Statement should be modified, IAAC will post a notice inviting the public to comment on the draft analysis report of proposed changes and potential modifications to the Decision Statement. • Where appropriate, IAAC will then post a notice of decision amending the Decision Statement, along with reasons for the changes.	• If applicable, the consultation would be for 30 calendar days following posting on the Registry.	
	• IAAC will respond to enquiries received by e-mail or telephone.	• Ongoing, as required.	

* All comments received through engagement and consultation activities will be made publicly available on the Canadian Impact Assessment Registry at <https://iaac-aeic.gc.ca>. A summary of comments received will also be included in the Impact Assessment Report.



7. Participant Funding

Funding is available to support public participation in the process. For information about the activities that are eligible for funding or to apply for funding, please see IAAC's Funding Programs guidelines at:

<https://www.canada.ca/en/impact-assessment-agency/services/public-participation-impact-assessments/funding-programs.html>

You may contact IAAC's Funding Programs for more information:

Telephone: 1-866-582-1884

E-mail: fp-paf@iaac-aeic.gc.ca

8. Submit Comments

You can submit comments at any time during the impact assessment process by using the "Submit a Comment" function on the Registry website's project page (<https://iaac-aeic.gc.ca/050/evaluations/proj/80015>). Attachments can also be uploaded using this function.

If you have any difficulties with the submission process, please contact IAAC, using the contact information below. Comments may also be submitted through other means, including by e-mail to joycelakeironoremine-minedeferjoycelake@iaac-aeic.gc.ca.

Comments and other documents received by IAAC will be part of the Project File and will be posted on the Registry website, as required. IAAC's [Submission Policy](#) determines what information can be shared publicly and what information should remain private. For more information on how we protect your privacy, please refer to IAAC's [Privacy Notice](#). If you do not want your comment to be posted on the Registry website, please contact IAAC before submitting your comment.

If you have questions or need information, please contact:

Newfoundland and Labrador Office

901-10 Barbers Hill

St. John's, NL A1C 6M1

Telephone: (902) 426-0564

Email: joycelakeironoremine-minedeferjoycelake@iaac-aeic.gc.ca



Appendix

List of Identified Public Stakeholders

- **Environment and Nature**

- Ecojustice
- Eau Secours
- First Nations of Quebec and Labrador Sustainable Development Institute
- Mining Watch Canada
- Nature NL
- Newfoundland and Labrador Environmental Network
- Labrador Hunting and Fishing Association Inc
- Sierra Club Canada Foundation – Atlantic Chapter
- Wildlife Conservation Society of Canada
- World Wildlife Fund – Canada

- **Indigenous Entities**

- Innu Development
- Native Women's Association of Canada
- Tshakapesh Institute

- **Mining Industry**

- Mining Association of Canada

- **Municipalities**

- Ville De Schefferville

- **Social organizations**

- Mission Inclusion
- North Shore Community Association
- Quadrangle NL
- Seniors NL

- **Socio-economic Development**

- Schefferville Development Corporation