



ANNUAL REPORT
2007-2008

RDÉE
Canada

*The national Francophone
economic development network*

Canada

RDÉE
CANADA

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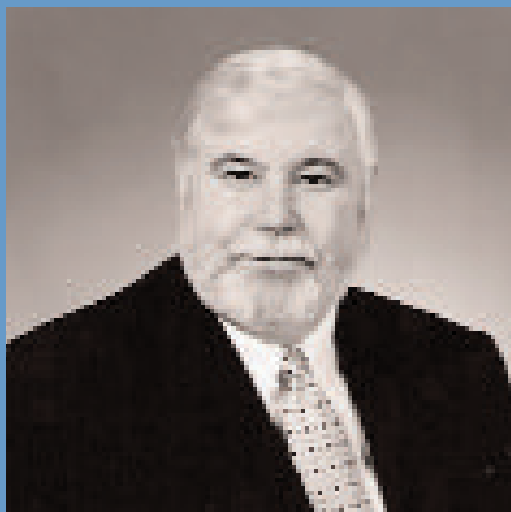


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MESSAGE FROM THE CHAIR



Last fall, it was my great pleasure to become the Chair of RDÉE Canada. When I was asked to take the position, I accepted gladly, because I believe that preserving the Francophonie and its rich contribution to our country is of the utmost importance, and one great way of preserving it is to promote the economic growth of our Francophone and Acadian communities. We can proudly say that we have been working toward that goal for over 10 years now. We have developed the capacity to offer communities and businesspeople a range of services that they did not have in the past—french services that help build businesses, start community economic development initiatives and create long-term employment.

I would like to take this opportunity to underscore the excellent work done by my predecessor, Pierre Bélanger, who supported our mission of contributing to Canadian economic growth throughout his term.

Within the first few months of taking up my new position, I had the opportunity to attend the Awards Gala for the 4th edition of the *Lauriers de la PME* in Ottawa in November 2007. This competition has highlighted entrepreneurial excellence in our communities and I heartily congratulate all of the award winners and finalists.

In less than two years, Canada will welcome the best athletes in the world to the *2010 Olympic and Paralympic Winter Games* in my neck of the woods—Vancouver. The eyes of the entire world will be turned towards Canada. As part of the Games, RDÉE Canada is working with various partners, such as the Canadian Tourism Commission, to take advantage of this window of opportunity to highlight French-language destinations and tourism products. In addition, with the assistance of other partners, we are encouraging all Francophone entrepreneurs to take advantage of the business opportunities surrounding the Games. The Games are an unparalleled occasion for us to tell the whole world about the existence of French-speaking people all across Canada.

I would like to take this opportunity to express my gratitude for the excellent work done by the entire RDÉE Canada team and its Director General, Roger Lavoie. Your efforts have helped support the work of partner organizations in our network and have promoted economic development in the Francophone and Acadian communities of Canada.

My thanks also go to my fellow members of RDÉE Canada's board of directors and the federal members who sit on the National Committee of Economic Development and Employability (CNDÉE). With everyone working together, our efforts to enhance the vitality of our Francophone and Acadian communities will continue to succeed.

In closing, I invite each of you—partners, friends and colleagues—to celebrate all of our successes!

A handwritten signature in black ink, appearing to read 'Gilles Croze', written in a cursive style.

Gilles Croze
Chair, RDÉE Canada

MESSAGE FROM THE DIRECTOR GENERAL

One year ago today, the Summit of La Francophonie took place. At that major event, the 750 or so participants recognized RDÉE Canada as the leader in community economic development. This recognition came at a time when the network happened to be celebrating its tenth anniversary.

We can proudly state that, since 1997, the provincial and territorial RDÉEs have made progress towards achieving the desired results. A summative evaluation of the last five years established a definite link between the RDÉE's activities and outputs and the following results: increased accessibility of quality services in French in the area of community economic development; improved skills in community economic development; greater recognition of the contribution of the RDÉEs by various levels of government, especially the federal government and some municipalities; and an increase in the number of relevant community economic development projects completed in French.

The summative evaluation enabled us to define the principal roles of the RDÉEs: mobilizers of people and conditions for success, coaches, motivators and agents for change. The evaluation also identified the "RDÉE method," which features articulation of needs expressed by communities at the grassroots, a process of rigorous analysis of the local situation, community planning, governance, an evaluation system and research into adequate funding.

The evaluation revealed that Francophones are participating more actively in the economic development of their communities, and in French, thanks to the RDÉEs' involvement, and that this increased participation is contributing to the growth of the Francophone minority community. It also revealed that our network has helped carve out a Francophone economic identity all across Canada.

The ultimate goal of the RDÉEs is to improve the Canada-wide Francophone economic space and increase the provinces and territories' ability to compete. The



RDÉEs help drive the Canadian economy, particularly in their own provinces and territories, through community economic development geared towards Francophone entrepreneurship and adaptability of Francophone labour. Thus, the communities themselves, all levels of government, English-language stakeholders and other key players are recognizing and appreciating the value added by the official language minority community and its ability to contribute to the economic health of the province or territory and the country as a whole.

Our network's ambitious goal is reflected in the vision that it recently adopted following the strategic planning exercise for 2008-2013: *Francophone and Acadian communities are leaders and an essential driving force behind the Canadian economy.*

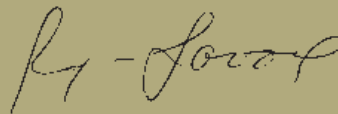
There is still work to be done. For instance, the contribution agreements of several RDÉEs prevent them from working directly with entrepreneurs. Thus, a significant segment of the Francophone population that contributes to economic vitality is not being reached.

We are entering a new phase in our development, involving initiatives that demand an increasingly complex approach: the Francophone economic space, economic immigration and openness to globalization are just three examples. That is why RDÉE Canada must have the human and financial capacity to maintain our commitment to our community clientele and our partners in the various levels of government.

In closing, I would like to thank Pierre Bélanger, our outgoing Chair, who worked tirelessly throughout his entire term. Thanks as well to the members of our board of directors and to Gilles Croze, who has agreed to take up the mantle as Chair. I would also like to underscore the support of our federal partners, in particular, Human Resources and Social Development Canada, Service Canada, Western Economic Diversification Canada and the Atlantic Canada Opportunities Agency.

Thanks to all of the network's employees for the excellent work they do every day.

And lastly, I would like to thank my team—Aubrey, Richard, Maurice, Karine, Nathalie and Andrée-Anne, our latest addition—for their hard work over the 2007-2008 fiscal year.



Roger Lavoie
Director General, RDÉE Canada

PREAMBLE



For more than ten years, RDÉE Canada (*Réseau de développement économique et d'employabilité*) has collaborated with provincial and territorial organizations (12 RDÉE) to enhance the vitality and support the development of Francophone minority communities.

Indeed, RDÉE is active in nine provinces and three territories where a designated organization sponsors a local RDÉE. Each of these organizations acts as an independent work unit. Some of them are particularly active in the areas of development and employability, while others are more active in the economic area.

As a community economic development (CED) leader in Francophone and Acadian communities in a minority situation, RDÉE Canada national office also offers to its provincial and territorial members a vast range of support and intervention services to support their initiatives.

Stemming from RDÉE Canada's operational strategies, these support and intervention initiatives with CED practitioners are central to the implementation of its community-based economic development strategy. RDÉE Canada's strategic activities are: professional excellence, financial diversification, communication, conferencing, research and partnership development.

OUR VISION, MISSION, MANDATES AND VALUES

Our vision

Francophone and Acadian communities are leaders and an essential driving force behind the Canadian economy.

Mission

RDÉE Canada, architect of Francophone and Acadian community economic development, actively contributes to Canadian economic growth.

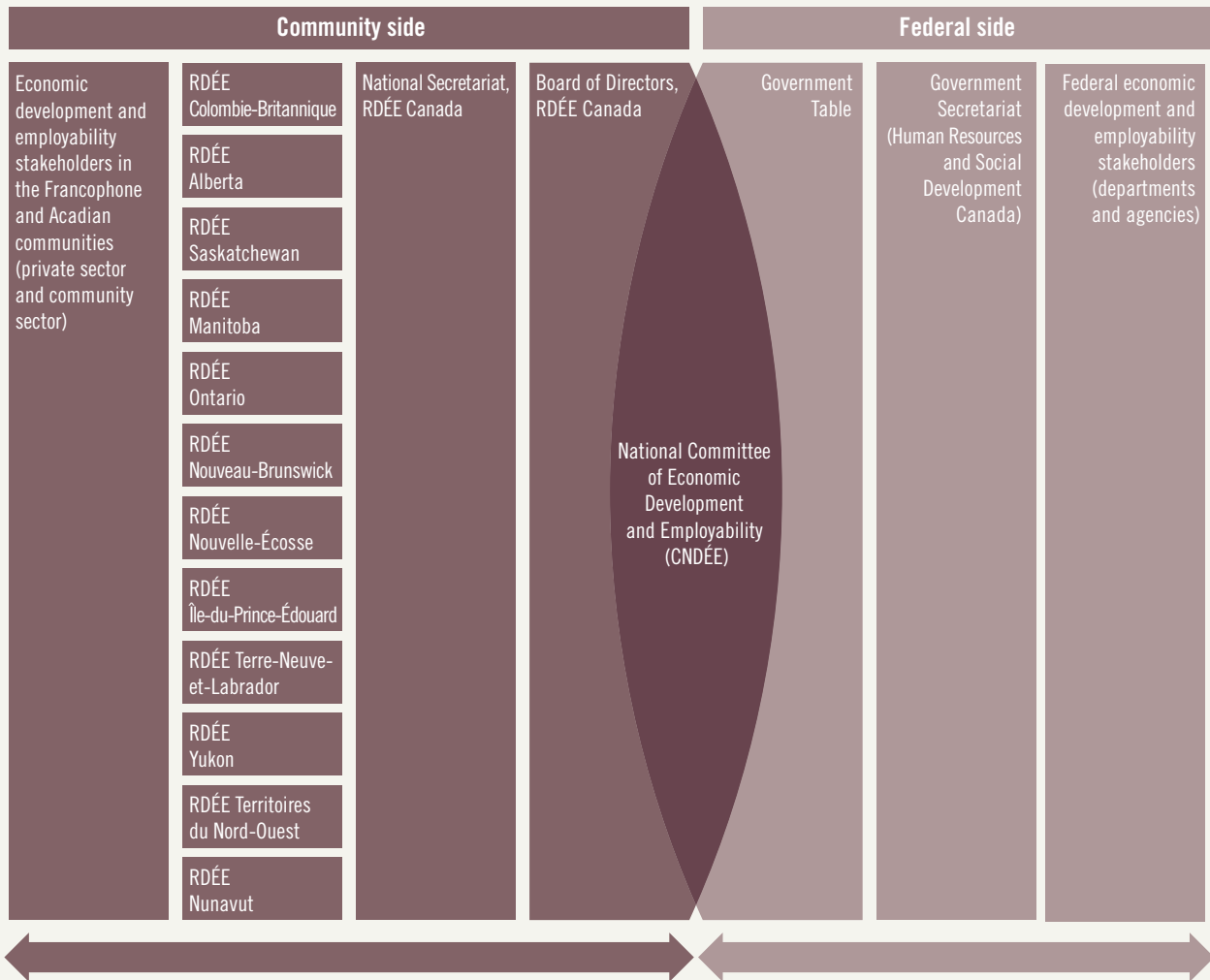
Mandates

- Influences government policies, programs and services so that they more effectively meet the economic development and employability needs of the Francophone and Acadian communities.
- Contributes to Francophone and Acadian community economic development and employability.

Values

- Innovation/creativity
Encouraging and valuing new ways of thinking and doing
- Quality/expertise
Promoting and encouraging professional excellence
- Co-operation / commitment
Investing in the development and joint implementation of goals
- Responsibility/accountability
Accepting one's actions and their consequences

NETWORK OVERVIEW



NATIONAL COMMITTEE
OF ECONOMIC
DEVELOPMENT
AND EMPLOYABILITY
(CNDÉE)



The National Committee of Economic Development and Employability (CNDÉE) is an instrument for bringing the Francophone and Acadian communities and the Government of Canada closer together. Its objective is to foster the economic development of Canada's Francophonie.

Within this national committee, RDÉE Canada exercises its special role as liaison with the federal government in matters relating to economic development and employability for Francophone minority communities across Canada. It advises the government on adapting policies, programs and services to better meet the economic development needs of those communities.

COMMUNITY SIDE

Gilles Croze,
Co-Chair, CNDÉE

Roger Lavoie,
Director General, RDÉE Canada

RDÉE CANADA
BOARD OF DIRECTORS

Eastern Region

Jean-Paul Deveau, Director
Dartmouth, Nova Scotia

Patrick J. Durepos, Director
Grand Falls, New Brunswick

Linda Lowther, Director
Cavendish, Prince Edward Island

Central Region

Pierre Bélanger, Outgoing Chair
*Earlton, Ontario**

Simon Proulx, Treasurer
*Ottawa, Ontario**

Western Region

Gilles Croze, Chair
*Delta, British Columbia**

Léo Piquette, Director
Plamondon, Alberta

Josée Bourgoin, Director
Prince Albert, Saskatchewan

Louise Durand, Vice-Chair
*Île-des-Chênes, Manitoba**

Northern Region

Pierre Lacasse, Director
Whitehorse, Yukon

* Members of the RDÉE Canada
Executive Committee

FEDERAL SIDE

Rachel Larabie-LeSieur,
Co-Chair, CNDÉE

Johanne Bourgeois
General Secretary

DEPARTMENTS AND AGENCIES
REPRESENTED ON THE FEDERAL
SIDE OF THE CNDÉE

Atlantic Canada Opportunities Agency,
Pierrette Williams

Indian and Northern Affairs Canada,
Anne Scotton

Agriculture and Agri-Food Canada,
Brian Murphy

Western Economic
Diversification Canada,
Jody Simonson

Industry Canada,
Rachel Larabie-LeSieur

Canadian Heritage,
France Caissy, Jérôme Moisan

Fisheries and Oceans Canada,
Élise Lavigne

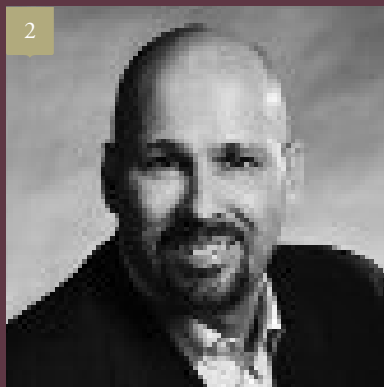
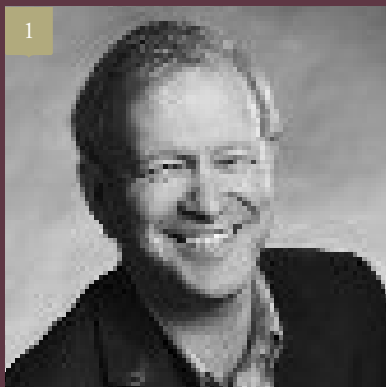
Human Resources and Social
Development Canada,
Johanne Bourgeois

Service Canada,
Michelle Hamelin

Statistics Canada,
Réjean Lachapelle

Public Works and Government
Services Canada,
Sylvie Jalbert

RDÉE
CANADA TEAM



1. Mr Roger Lavoie
Director General
2. Mr Aubrey Cormier
Assistant Executive Director
3. Mr Richard Aubry
Director of Intergovernmental
and International Affairs
4. Mr Maurice Chiasson
Director of Sectoral Collaboration and Liaison
5. Mrs Nathalie Gélinas
Operations Coordinator
6. Mrs Karine Silva
Chief Coordinator of Communications
7. Mrs Andrée-Anne Lefebvre
Communications Assistant



PROVINCIAL AND TERRITORIAL NETWORK MEMBER ORGANIZATIONS

SOCIÉTÉ DE DÉVELOPPEMENT ÉCONOMIQUE DE LA COLOMBIE- BRITANNIQUE

RDÉE Colombie-Britannique

- Donald Cyr,
Director General

CONSEIL DE DÉVELOPPEMENT ÉCONOMIQUE DE L'ALBERTA

RDÉE Alberta

- Frank Saulnier,
Chief Executive Officer and RDÉE
Manager

CONSEIL DE LA COOPÉRATION DE LA SASKATCHEWAN

RDÉE Saskatchewan

- Robert Therrien,
Director general
- Siriki Diabagaté,
RDÉE Manager

CONSEIL DE DÉVELOPPEMENT ÉCONOMIQUE DES MUNICIPALITÉS BILINGUES DU MANITOBA

RDÉE Manitoba

- Louis Allain,
Director General
- Diane Bruyère,
RDÉE Manager

RÉSEAU DE DÉVELOPPEMENT ÉCONOMIQUE ET D'EMPLOYABILITÉ DE L'ONTARIO

RDÉE Ontario

- Nicole Sauvé,
Director General

Eastern Region

- Martine Plourde,
RDÉE Manager

Central South West Region

- Annie Dell,
RDÉE Manager

Northern Region

- Guy Robichaud,
RDÉE Manager

CONSEIL ÉCONOMIQUE DU NOUVEAU-BRUNSWICK

RDÉE Nouveau-Brunswick

- Anne Hébert,
Director General
- Johanne Lévesque,
RDÉE Manager

CONSEIL DE DÉVELOPPEMENT ÉCONOMIQUE DE LA NOUVELLE-ÉCOSSE

RDÉE Nouvelle-Écosse

- Julie Oliver,
Director General
- Yvon Samson,
RDÉE Manager

LA SOCIÉTÉ DE DÉVELOPPEMENT DE LA BAIE ACADIENNE

RDÉE Île-du-Prince-Édouard

- Louise Comeau,
Director General
- Francis Thériault,
RDÉE Manager

RDÉE TERRE-NEUVE- ET-LABRADOR

- Josée Dalton,
RDÉE Manager

RDÉE YUKON

- Bruno Bourdache,
Director

CONSEIL DE DÉVELOPPEMENT ÉCONOMIQUE DES TERRITOIRES DU NORD-OUEST

RDÉE Territoires du Nord-Ouest

- Sylvie Francoeur,
Director General and RDÉE Manager

RDÉE NUNAVUT

- Daniel Lamoureux,
RDÉE Manager

RDÉE CANADA'S CANADIAN COMMUNITY ECONOMIC DEVELOPMENT STRATEGY



RDÉE Canada's Canadian Community Economic Development Strategy aims to meet the needs of Francophone minority communities in matters relating to planning and intervention in economic development and planning in human capacity building. Each of the major themes in which the network is involved has two axes, for a total of four planning and intervention axes, which are:

Planning and intervention in economic capacity building

- Axis 1: Services and support to start-up and existing companies
- Axis 2: Services and support to industries and economic sectors

Planning and intervention in human capacity building

- Axis 3: Services and support for employability
- Axis 4: Services and support for strengthening community capacities

Each of the four planning and intervention axes aims to identify development activities in the four priority areas of intervention of RDÉE Canada and its network, which are:

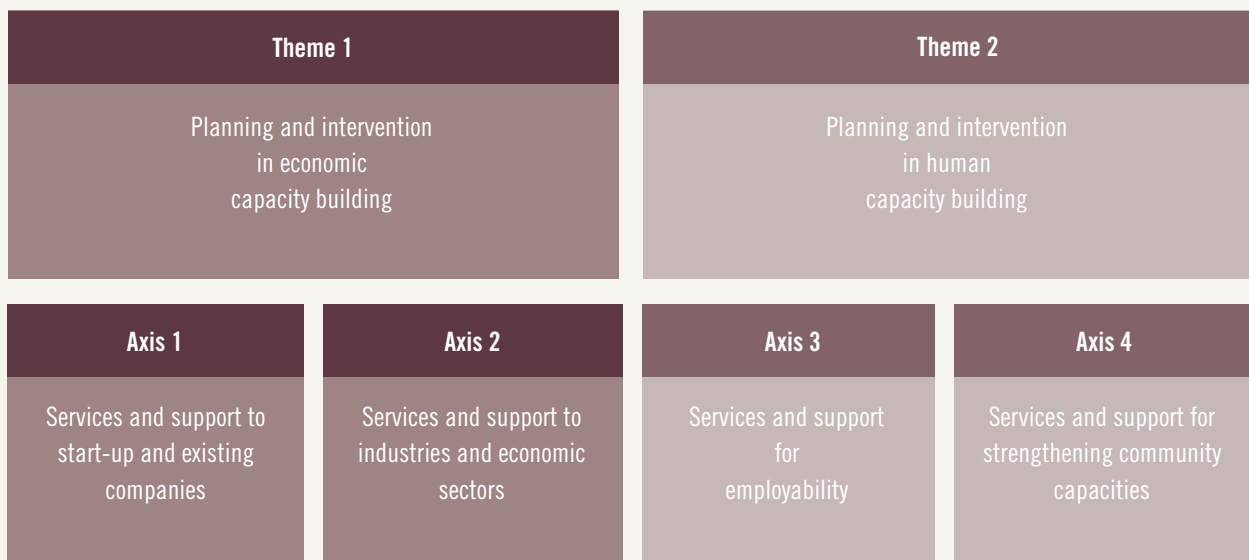
- Tourism
- Rural development
- Youth employability and entrepreneurship
- Knowledge-based economy

The strategy has materialized as various services for businesses and communities, such as consulting, searches for funding, economic planning and skills development, to name only a few. These services may vary from one region to another.

All RDÉEs offer services and conduct activities under axis 2, 3 and 4 with funding from Human Resources and Social Development Canada's Enabling Fund. Some RDÉEs offer services and conduct activities under Axis 1 as well—four western organizations have done so for the last 10 years with the support of WED, RDÉE Nouvelle-Écosse and Île-du-Prince-Édouard have been supported since last year by ACOA, and RDÉE Territoires du Nord-Ouest has received recent support from Industry Canada.

By offering these services to communities and business, our network promotes business development, economic development projects and sustainable employment.

RDÉE CANADA CED STRATEGY





NATIONAL ACCOMPLISHMENTS

NATIONAL DIALOGUE

RDÉE Canada believes that sustaining an ongoing dialogue among its members is a vital component of the network's success. In particular through the National Advisory Tables (NAT), RDÉE Canada promotes learning and co-operation among the member organizations. The network's six NAT (Representatives and Managers, Communications, Tourism, Rural Development, Youth Employability and Entrepreneurship, and Knowledge-based Economy) generally meet two or three times per year.

The main goal of the NAT meetings is to examine the issues common to all of the network's organizations, to share best practices and to enable employees to participate in professional development activities. Over the last year, and since the creation of the NAT in 2001, RDÉE Canada has seen first-hand the synergy among participants and the positive results that these meetings bring to the network as a whole.

The NAT meetings also enable development officers for Tourism, Rural Development, Youth Employability and Entrepreneurship, and Knowledge-based Economy to hold discussions with Francophone leaders and entrepreneurs within the framework of organized visits and to discover economic development and employability initiatives and projects being implemented in various communities across the nation.

In 2007-2008, the participants in the six NATs met twice in Ottawa. On those occasions, all of the network's managers and officers were able to participate in training on results-based management (RBM) and performance monitoring.



Participants in a workshop on results-based management and performance monitoring with the entire network.

The first network meeting in Ottawa was held in June under the auspices of the *Sommet des communautés francophones et acadiennes*. It provided an opportunity for the network's managers and officers to participate in an event that assembled over 750 delegates from every Francophone and Acadian community in Canada. The second meeting was held in November and enabled the entire network to attend the Awards Gala for the *Lauriers de la PME 2007*. Each NAT was able to meet a third time during the year in various regions of the country.

Between the meetings, teleconferences are held regularly so that all officers can exchange information and follow up on certain matters. In addition, there is a positive spirit of co-operation within the network, and advice and expertise are regularly shared among the RDÉEs.



Network participants at the *Sommet des communautés francophones et acadiennes* in Ottawa from June 1 to 3, 2007.

REPRESENTATIVES AND MANAGERS

The role of the Representatives and Managers NAT is to implement the network's strategic planning and the RDÉEs' operational plans, to engage in reflection on the scope of the strategic plan and the desired outcomes for the communities, to agree on ways of promoting and maintaining communication between government, community and private stakeholders, to ensure greater dissemination of information and decisions made by the Table to all staff in the network and to position the RDÉEs effectively in Canada's economic development sector.

Representatives and managers met on a few occasions over the last year. The first meeting in Ottawa in June dealt primarily with results-based management and performance monitoring. After that, representatives and managers were able to attend the *Sommet des communautés francophones et acadiennes*.

In November, the NAT meeting discussed board of director governance and more specifically the role of directors general in relation to their board of directors. A workshop on results-based management and performance monitoring was given and RDÉE Canada's strategic planning for 2008-2013 was also discussed.

At the third meeting in February, the 2008-2013 strategic plan was presented. Representatives and managers took part in three different workshops for small groups to validate the statements in the plan. The results of a study that provided an overall analysis of the work done by all of the RDÉEs for the period 2002-2003 to 2006-2007 were presented to the NAT. Throughout the entire year, representatives and managers were closely involved in the network evaluation, which was conducted by the firm Ronald Bisson et Associé.e.s inc.



Members of the Representatives and Managers NAT.

COMMUNICATIONS

The role of the Communications NAT is to develop tools and strategies for positioning and increasing awareness of the network, as well as to contribute to the development of communication methods for each of the network's partner members.

Over the last year, RDÉE Canada reviewed its national communications plan to make it more strategic and thus support the network's efforts to achieve its mission and strategic directions. In so doing, we tried to position RDÉE Canada with its internal audiences, its partners and its donors.

The communications officers met three times over the last year. The Communications NAT met first along with the entire network in Ottawa in June. The meeting focused primarily on results-based management and performance monitoring.

At the second meeting in Ottawa in November, communications officers attended a workshop on communications plans to assist them in developing and drafting their own communications plan, incorporating their plans into a homogenous approach and model and preparing for the smooth implementation of the plans. The communications officers then welcomed the finalists of the *Lauriers de la PME* to the information and networking session that took place the day of the Gala, and then attended the Gala in the evening.



Photo taken in Ottawa during the Communications NAT.

The group met a third time in Winnipeg, Manitoba, in March. The meeting enabled the participants to update a series of files underway in the network and discuss how to communicate the main results. On one of the meeting days, the communications officers accompanied rural development officers on a tour of some of the Francophone communities. They saw first-hand how the brand *C'est si bon! Ensemble – Together* had been adopted by the bilingual municipalities of Manitoba. The third day, the communications officers took advantage of spokesperson training to develop their ability to respond to media questions clearly, confidently and credibly, so that reporters retain positive key messages in their coverage.



Discussion among communications officers at the meeting in Winnipeg.



Spokesperson training – workshop in front of the camera with trainer Serge Fleifel.

TOURISM

The members of the Tourism NAT met on three occasions last year—in June and November in Ottawa and in February in Canmore, Alberta. In addition to the professional development sessions on results-based management and performance monitoring, the tourism officers were able to participate in a workshop during the Alberta NAT on e-tourism and Web 2.0, with a component on the GPS projects in Ontario and geocaching in Manitoba.

In addition, the tourism officers discussed a number of tourism-related topics that were national in scope. Two issues dominated the discussions: the national French-language services classification system project for the tourism industry and the co-operation initiative with the Canadian Tourism Commission (CTC).

During the NAT meeting held in November in Ottawa, tourism officers agreed on the main parameters of a national French-language services classification system for the tourism industry. Among other things, the initiative includes establishing criteria and graphic symbols to define four distinct categories of French-language services in the tourism industry in Francophone and Acadian communities in Canada. The national classification system will be implemented gradually over the coming years.

As for the co-operation initiative with the CTC, the members of the Tourism NAT worked on developing the guidelines for co-operation throughout the entire year. They were able to identify a preliminary list of French-language tourism products and experiences that will form the basis for a joint tourism promotion strategy leading up to the *2010 Olympic and Paralympic Winter Games in Vancouver*.



A few members of the Tourism NAT meeting in Canmore, Alberta, in February 2008.

RURAL DEVELOPMENT

The Rural Development NAT meeting held in Ottawa in June along with the rest of the *network* dealt primarily with results-based management and performance monitoring.

The meeting in Ottawa in November also brought together all network stakeholders, and rural development officers were able to meet with businesspeople and economic stakeholders from eastern Ontario. Some of the entrepreneurs were finalists representing their province in the national *Lauriers de la PME 2007*.

The third NAT meeting was held in Winnipeg, Manitoba, in March. At that meeting, the officers focused on the issues of economic immigration and business succession. These are two priority areas for our communities, which are increasingly looking for assistance from the organizations in our national network.

The meeting in Manitoba also allowed the officers and communications officers from each of the provincial and territorial

organizations in the network, who were also meeting in Winnipeg, to tour some rural communities and hold some very rewarding meetings. They met with businesspeople who have made a difference in their communities through their determination and creativity. They also noted the impact of community planning—vision plans—in these communities and saw first-hand the brand *C'est si bon! Ensemble – Together* adopted by all of the bilingual municipalities in Manitoba.



Network rural development and communications officers as they visit the rural community of *La Broquerie*, Manitoba.



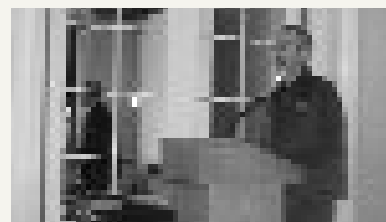
The Rural Development NAT officers in discussion at their meeting in Winnipeg.

YOUTH EMPLOYABILITY AND ENTREPRENEURSHIP

The meeting of network participants, held in Ottawa in June 2007, which was attended by Youth Employability and Entrepreneurship NAT officers, dealt with results-based management and performance measurement.

The youth officers also had an opportunity at their November meeting in Ottawa to discuss various activities carried out within the network that attempted to counter the exodus of youth or foster the migration of young people to our rural communities. We would be remiss if we failed to point out that several network organizations have, over the past number of years, acquired highly relevant expertise in this area.

The third meeting of the youth table was held in March in Saskatoon. In addition to dealing with succession planning and economic immigration, the officers also looked at the collection of data as part of the community economic development (CED) process and the importance of adopting practices to maximize the sharing of knowledge within the network.



Franco-Saskatchewan entrepreneur Michel Dubé tells officers about his succession planning experience.

In Saskatchewan, the officers also had an opportunity to travel to Saint-Denis and tour the Bellevue area. Participants talked to businesspeople and community stakeholders, who told them about their achievements and challenges.



Youth NAT officers with Thérèse and Arthur Denis (first row, left), co-owners of *Champêtre County* in Saint-Denis, Saskatchewan.



A network officer speaking with Léo Grenier (right), owner of a grain operation in Bellevue.

KNOWLEDGE-BASED ECONOMY

The evaluation files for the *Francommunautés virtuelles* program, the methodologies for developing strategies for the knowledge-based economy and the updating of the network's intranet took centre stage during the discussion meetings of the Knowledge-based Economy National Advisory Table over the past year.

In light of its significant impact on the funding of projects directly or indirectly connected to the knowledge-based economy in Canada's Francophone and Acadian communities, the evaluation of Industry Canada's *Francommunautés virtuelles* program aroused a great deal of interest among the network's knowledge-based economy officers. Since the NAT moderator was asked by Industry Canada to sit on the National Evaluation Committee as a representative of RDÉE Canada, the NAT members took advantage of their meetings to evaluate the program and supply ideas to the moderator.

In addition, the knowledge-based economy officers discussed methodologies for developing knowledge-based economy strategies that were applied within the network. The methodologies used by the RDÉEs of New Brunswick and Manitoba were looked at especially closely and will be part of an initiative that could possibly lead to the deployment of a national strategy on the knowledge-based economy in Francophone and Acadian communities.

Regarding the network's intranet update, NAT members agreed to assess the network's intranet needs and examine the various tools available to meet those needs. Recommendations to that effect will be submitted to the RDÉE Canada officials next fall.

Finally, over the course of the year, NAT members attended three additional workshops on results-based management, performance measurement and the impact of Web 2.0 technologies on businesses.



Jean-Pierre Cantin, coordinator for the *Inter P.M.E* project, describing to the knowledge-based economy officers the features of the Web portal dedicated to business start-ups during the NAT held in Welland, Ontario, in March.

PROFESSIONAL EXCELLENCE



For RDÉE Canada, professional excellence is the primary success factor needed to ensure the incorporation of results-based management and, ultimately, the implementation of local, regional, national and government strategic planning.

RESULTS-BASED MANAGEMENT AND ONGOING PERFORMANCE MEASUREMENT

During the past fiscal year, all network managers and officers were able to take advantage of workshops on results-based management and ongoing performance measurement.

The professional skills upgrading began by focusing on the key concepts involved in performance measurement (logic models, performance indicators and data sources). The next additional workshop dealt essentially with developing precise results and performance indicators for specific projects.

At another meeting, professional skills upgrading continued and was linked to the work of evaluating our network done in recent months. At that time, the consultant focused on the detailed evaluation methodology based on the Treasury Board approach, the preliminary findings that emerged from the evaluation and the preliminary recommendations emerging from this evaluation.

The methodology for the evaluation initiative is based on three components—relevance, progress achieved and cost-effectiveness. A number of questions were developed based on these three components, and numerous stakeholders, both within and outside the network, were surveyed.

RESEARCH AND ANALYSIS

INVENTORY OF NETWORK ACTIVITIES/DATABASE

To optimize the exchange of skills and expertise within the network, an inventory of the activities of provincial and territorial member organizations is carried out each year.

In addition, the network's 2007-2008 activities were input into a database that can be accessed through the RDÉE Canada intranet. The template that was developed allows searches by province/territory, subject or keyword. This greatly enhances the usefulness of this type of inventory in the exchange of skills among network stakeholders.

It is noteworthy that the projects and activities appearing in this compilation are not funded solely under the Human Resources and Social Development Canada's (HRSDC) Enabling Fund. Many of them were made possible through contributions from other public (provincial, territorial and municipal) and private funding organizations.

SUMMATIVE EVALUATION OF THE NETWORK OVER THE PAST FIVE YEARS

RDÉE Canada commissioned the firm of Ronald Bisson et Associé.e.s inc. to conduct a summative evaluation covering the period from 2002-2003 to 2006-2007 in order to present a comprehensive analysis of the work carried out by all the RDÉEs. The objectives of the evaluation were first and foremost to determine the extent to which the RDÉEs are producing the

expected output and how well that output matches the objectives established and to determine RDÉE leveraging and the relevance of the results achieved in relation to the vitality of Francophone minority communities.

As a result of this evaluation, RDÉE Canada is able to determine that each permanent employee of the provincial and territorial RDÉEs generates an average of 24.25 indirect jobs that would not have been created without his or her involvement; each permanent employee of the provincial and territorial RDÉEs works, on average, with 45.22 volunteers who are actively involved in the projects; each provincial and territorial RDÉE collaborates, on average, with 104.2 partners; and that, overall, the RDÉEs completed 688 business/strategic/community plans in 2006-2007.

An overview of RDÉE Canada achievements provides an opportunity to witness the early stage of the creation of a Canada-wide Francophone economic identity.

NATIONAL AND INTERNATIONAL INITIATIVES



« RECOGNIZING ENTREPRENEURIAL EXCELLENCE IN FRANCOPHONE AND ACADIAN COMMUNITIES »

Ottawa was the site, on November 10 of last year, of the Awards Gala for the 4th edition of the *Lauriers de la PME*. Some 300 guests, including representatives of the 35 nominated businesses, and public and private partners, along with members of the network, were invited to the Château Laurier Hotel for this important event.

The competition highlights the importance of Francophone businesses outside Quebec to the Canadian economy. More and more of them are creating jobs and diversifying their local economies. Their growth is proof of the prosperity of Canada's Francophone and Acadian communities.



Lauriers de la PME 2007

Recognizing entrepreneurial
excellence in the Francophone
and Acadian communities

RDÉE Canada is proud to announce
the winners of its 4th Lauriers de la PME
competition honoured for their economic
performance and social commitment:

Finalists

Processing company:

KORITE INTERNATIONAL LTD (Alb.)
LA BAGUETTE ET L'ÉCHALOTE (C.-B.)
CAVENDISH FIGURINES LTD (Î.-P.-É.)
BIJOU TREASURES (Man.)
ST-ISIDORE ASPHALTE LTÉE (N.-B.)
CHETICAMP BOATBUILDERS LTD (N.-É.)
LA GANTOISE INC. (Ont.)
ALPACAS OF NEWFOUNDLAND (T.-N.)

Service company:

GENMEC ACL INC. (Alb.)
WELLINGTON CONSTRUCTION LTD (Î.-P.-É.)
GNR CAMPING WORLD (Man.)
ECO TECHNOLOGIES LTÉE (N.-B.)
U.J. ROBICHAUD ET FILS LTÉE (N.-É.)
BALESTRA PRODUCTIONS INC. (Ont.)
EAGLE POINT RESORT (Sask.)
RSM MINING SERVICES INC. (T.-N.)
DANMAX COMMUNICATION LTD (T.N.-O.)
KLONDIKE KATE'S CABINS & RESTAURANT (YN)

Micro-company:

HAZELWOOD HERB FARM (C.-B.)
ACCES DIRECT PROMOTIONS (Man.)
VOX INTERACTIF INC. (N.-B.)
BIJOUX PIERRETTE D'ENTREMONT (N.-É.)
AQSRNIIT (Nun.)
GROUPE FINANCIER LUC BESSETTE (Ont.)
THE FOOT PATH TO REFLEXOLOGY (Sask.)
TRADUCTION ABC TRANSLATION (YN)

New company:

A LADYBUG ORGANIC FOODS (Alb.)
MALICOUNDA DANCE COMPANY (C.-B.)
CHUCK & ALBERT (Î.-P.-É.)
PAREGO INC. (Man.)
L'INSTITUT DE LANGUES COMPELLO (N.-B.)
REDACTION COMMUNICATION (N.-É.)
THE GREEN BEAVER COMPANY (Ont.)
TRUE NORTH GEOMATICS LTD (T.N.-O.)
BOCELLI'S PIZZERIA INC. (YN)

► Processing company



ST-ISIDORE ASPHALTE LTÉE
Mr. Richard Losier,
owner of the Saint-Isidore,
New Brunswick, company,
receiving his award from
Ms. Danielle Poulin,
Director, Official Language
Minority Communities,
Industry Canada.

► Service company



U.J. ROBICHAUD ET FILS LTÉE
Mr. Camille Robichaud
(left) owner of the
Meteghan Center, Nova
Scotia, company and
Mr. Marc Robichaud
receiving their award from
Ms. Catherine Leteinturier-
Guissé, Account Manager,
Business Development
Bank of Canada.

► Micro-company



**ACCES DIRECT
PROMOTIONS**
Ms. Michèle Lécuyer-
Hutton, owner of the
Winnipeg, Manitoba, com-
pany, receiving her award
from Mr. Keith Fernandez,
Assistant-Deputy Minister,
Western Economic
Diversification Canada.

► New company



**THE GREEN
BEAVER COMPANY**
Mr. Alain Ménard (centre)
and Ms. Karen Clark,
owners of the Hawkesbury,
Ontario, company, receiving
their award from Mr. Pierre
Lemieux, Parliamentary
Secretary for Official Lan-
guages, Canadian Heritage.

► Special award



**KLONDIKE KATE'S
CABINS & RESTAURANT**
Ms. Josée Savard, owner
of the Dawson, Yukon,
company, receiving her
award from Mr. Jean-Paul
Gagné, Emeritus Editor,
Journal Les Affaires.

MOSAIC OF
THE LAURIERS
DE LA PME 2007



CANADA-WIDE'S FRANCOPHONE ECONOMIC SPACE: LET'S TALK BUSINESS! LET'S TALK FRENCH!

In 2005, RDÉE Canada signed a partnership agreement with the Réseau des SADC du Québec (Sociétés d'aide au développement des collectivités). That formal agreement laid the groundwork for a consolidation of the driving forces behind Francophone economic development in Canada.

The *Canada-wide Francophone Economic Space* initiative, which was born out of this partnership, is designed to foster the economic growth of the country's Francophone businesses. The *Economic Space* enables Canada's Francophone entrepreneurs to better position themselves and make a greater contribution to the economies of their respective communities as a result of the sharing of their expertise, business opportunities and contracts, and discovering the complementarity of their potential.

Over the past year, efforts in this area have focused primarily on developing a plan to implement the initiative and on engaging partners.

What characterizes this *Economic Space* in Canada is the active presence of the community economic development officers from both networks. The Réseau des SADC du Québec has close to 450 CED professionals and RDÉE Canada, close to 150.

Launch of the brand image

Last June, our entire national network, along with representatives from the Réseau des SADC du Québec, and a number of government representatives attended the unveiling of the brand image for *Canada-wide's Francophone Economic Space*.

On that occasion, Gratién LeBel, Chair of the Réseau des SADC du Québec, and Gilles Croze, Chair of RDÉE Canada, described the evolution of the relationship between the two networks. Against the background of the *Economic Space* initiative, they spoke of the potential generated by the partnership that unites us and provides a concrete illustration of that space, and the co-operation that has brought the Alberta RDÉE and the SADC d'Abitibi-Ouest together in the past year. That co-operation has made it possible for entrepreneurs from Alberta and entrepreneurs from Quebec to do business with one another.



Christian Paradis, Secretary of State for Agriculture and Agri-Food Canada, delivered a speech.



Sirs LeBel and Croze, along with Hélène Deslauriers, Director General of the Réseau des SADC du Québec, and Roger Lavoie, Director General of RDÉE Canada, then proceeded with the unveiling of the brand image for *Canada-wide's Francophone Economic Space*.

PARTNERSHIPS

Community economic development is at the heart of RDÉE activities. The concept of community economic development is based on the following general principles: stimulation of co-operation and partnerships, creation of sustainable employment and new businesses, and increased participation by the community in its future.

With respect to partnership diversity, the study of our network's activities shows that the RDÉEs have established an impressive network of partners, known as partners/contributors, in other words, they are stakeholders actively involved in implementing projects. In addition, the RDÉEs play a role as a guide and facilitator with respect to community economic development for the partners, whether they come from communities, business or government. Finally, the RDÉEs act as a catalyst and motivator: non-RDÉE respondents confirm that many projects would never have seen the light of day had it not been for the RDÉEs.

Over the past year, RDÉE Canada has worked closely with numerous national and international partners.

MINISTERIAL CONFERENCE ON CANADIAN FRANCOPHONIE

RDÉE Canada is a front-line collaborator helping provincial and territorial governments provide concrete support for Francophone and Acadian communities in the area of community economic development. Also, the RDÉE Canada network has, over the past ten years, been able to develop a network of community economic development stakeholders who are well versed in opportunities for economic development.

The work of RDÉE Canada is part of the collaboration it engages in with its partners and the Ministerial Conference on Canadian Francophonie, which comprises of Provincial and Territorial Ministers responsible for Francophone Affairs, which has been officially invited to sit on the National Committee of Economic Development and Employability (CNDÉE). We believe that an active role in the Ministerial Conference will facilitate the achievement of economic partnerships with the provincial and territorial RDÉEs.

CANADIAN TOURISM COMMISSION

RDÉE Canada is proud to have developed a preferred partnership with the Canadian Tourism Commission (CTC) as part of the international effort to promote Canadian tourist destinations and products. This co-operation will help strengthen Canada's French-language tourist destinations and products. A memorandum of understanding, which is to be signed in the near future, will formalize the commitment of both our parties.

In addition to developing tourism products, the memorandum will give us joint responsibility for developing and implementing common strategies designed to mobilize federal, provincial and territorial institutions in order to increase not only funding but also support for the promotion of Francophone and Acadian communities as tourist destinations; identifying and promoting joint activities, and tools and best practices that could lead to an increase in the effectiveness of the proposed actions; contributing to the acceleration of the tourism promotion of Francophone and Acadian communities; and contributing mutually to research and marketing strategies for Francophone and Acadian tourism products.

2010 WINTER OLYMPICS

RDÉE Canada encourages partnerships that create economic benefits for the Francophone and Acadian communities. We note the co-operation of the Société de développement économique de la Colombie-Britannique, RDÉE Canada and the other RDÉEs throughout the country with the Vancouver Organizing Committee for the *2010 Olympic and Paralympic Winter Games* (VANOC) and the Canadian Tourism Commission (CTC), as part of the upcoming *Olympic Winter Games*. Workshops were offered across the country to businesspeople throughout Canada, via our network, in order to inform them and make them more aware of the *2010 Games* and all the French-language business opportunities that this major project affords.

CONSEIL CANADIEN DE LA COOPÉRATION

RDÉE Canada and the Conseil canadien de la coopération (CCC) have undertaken initiatives to produce a strategic partnership agreement that respects their particular areas of involvement. This partnership is part of activities in the area of economic immigration, and more particularly the recognition of the co-operative formula as one of the tools for economic development that can be used to assist economic immigrants in starting up micro-businesses.

INTERNATIONAL FRANCOPHONIE

This year, RDÉE Canada added a new area of activities on the international level, in the form of the establishment of an inter-governmental and international affairs directorate within its team, along with the development of new alliances and partnership agreements involving the international Francophonie.

Through its international actions, RDÉE Canada attempts to facilitate business relations and exchanges between the business sectors of Francophone and Acadian communities and other countries, especially as they involve SMBs. Its aim is to foster exchanges of expertise in the area of economic development and to encourage

foreign businesses to locate in Francophone and Acadian communities in all parts of Canada.

Forum Francophone des Affaires

RDÉE Canada is part of the network of Francophone economic stakeholders belonging to the Forum Francophone des Affaires (FFA – www.ffa-int.org) and more specifically is Canada's representative at this transnational forum, a vector for dialogue and an intervention lever. Established in 1987 at the Sommet des chefs d'États et de gouvernements francophones [summit of Francophone heads of state and of government], the FFA facilitates the development of relations and exchanges between public and private economic players. As a result of agreements signed in Arab-speaking, French-speaking, Spanish-speaking and Portuguese-speaking countries on all continents, the Forum Francophone des Affaires has become the most important worldwide business-based network.

The memorandum of understanding between RDÉE Canada and the FFA fosters closer relationships among businesses by basing itself on an ethical approach. The businesses that join the forum are those that see themselves as subscribing to the principles of the ethical charter of Francophone businesses, which was developed by the FFA and the Organisation internationale de la Francophonie.

The purpose of this partnership is to explore new avenues for the economic Francophonie on the international level and expose RDÉE Canada to Francophone areas that are opening up to international co-operation, foster exchanges at the level of institutional decision makers and promote a dialogue among economic decision makers at the international level.

This partnership also makes it possible to engage in actions that meet the announced criteria: promotion of economic activity, and promotion of entrepreneurship and businesses using French as the language of business and work, a development that is based on the quality of relations and exchanges between Francophone communities.

By helping to bring businesses closer together, federating various trades and supporting an ethical and economic approach, the FFA helps strengthen the influence of the private sector, which has become a critical partner in the development of the economies of countries that base themselves on the values of the charter of the Francophonie.

Co-operation with Saint-Pierre-et-Miquelon

Joint Regional Co-operation Commission

In October 2007, RDÉE Canada attended, as a participant, the ninth meeting of the Canada-France Joint Regional Co-operation Commission, the goal of which is to foster co-operation between Atlantic Canada and the French territory of Saint-Pierre-et-Miquelon. RDÉE Canada's area of involvement is economic co-operation and commercial exchanges within the Commission.

SODEPAR (Société de développement de l'Archipel de Saint-Pierre-et-Miquelon) and RDÉE Canada: the beginning of a beautiful partnership

RDÉE Canada and SODEPAR, the Société de développement de l'Archipel de Saint-Pierre-et-Miquelon, are exploring various avenues of co-operation and exchanges of expertise. In addition, numerous avenues and concrete projects have emerged, specifically in labour force-related areas. Discussions have begun with a view to signing a memorandum of agreement and co-operation by RDÉE Canada and SODEPAR.

«During the course of the regional co-operation mission with Canada that I participated in during the first quarter of 2007, I had the pleasure of discovering RDÉE Canada. Messrs. Pierre Bélanger, Roger Lavoie and Richard Aubry were then kind enough to attend the France-Canada meetings that I arranged in July of that same year. At that time, the various decision

makers and economic players became aware of the many areas of involvement and the community approach of RDÉE Canada.

I am very pleased with this new partnership because the residents of Saint-Pierre-et-Miquelon are Francophones and Acadians and must become part of this superb network. Thanks to RDÉE Canada, we will first be able to integrate the existing circuits and perhaps even help establish new ones. Finally, as Frenchmen, we have much to learn from our Canadian neighbours, especially in the area of CED and the knowledge-based economy.

On the other hand, I am convinced of the interest that Saint-Pierre-et-Miquelon could hold for RDÉE Canada. As an overseas French community, we represent France and the European Union in North America. We are therefore able to help provide RDÉE Canada with its full international dimension by facilitating access to Europe, thanks to a better awareness of how its institutions operate and a better integration of its networks.

This is what I would call a win-win partnership, one in which Saint-Pierre-et-Miquelon can resume its rightful place in the region and still make a modest contribution to the development of Canada on the international level.

- Denis Detcheverry, Senator for Saint-Pierre-et-Miquelon

ECONOMIC IMMIGRATION



The demographic problem seen not only in Francophone and Acadian communities but also in the country as whole and elsewhere in the West is affecting provincial and territorial organizations in the national network to a greater and greater

extent. This problem is reflected directly in the scarcity of labour in certain economic sectors. The issue of business succession is also, in some respects, closely connected. Because there are fewer young people, many businesses will be forced to cease operations because there is no one to take over.

RDÉE Canada is therefore especially interested in the area of economic immigration, which could represent one of the solutions for responding to the scarcity of labour and succession planning for businesses. RDÉE Canada has developed an inventory of all initiatives conducted or supported by network organizations in the area of immigration and with ethnocultural communities in 2007-2008. This compilation was intended not only to paint a picture of the situation in this file within our network but also to encourage the exchange of best practices and expertise on the subject among our member organizations.

Among the findings that emerged from the information we obtained, we noted that the organizations in our network were involved in more than sixty immigration-related initiatives or initiatives involving ethnocultural communities in 2007-2008. These initiatives were aimed at recruiting and also integrating and retaining immigrants. Given the mission of our national network, the commitment and the contributions of the provincial and territorial RDÉEs to these initiatives centred primarily on employability and entrepreneurship.

Armed with the results of this research and following discussions instituted within the network and with government partners, notably Citizenship and Immigration Canada, RDÉE Canada began work on developing an economic immigration strategy, which will be designed to further optimize the actions of our network in this file, which is essential to the vitality of Francophone and Acadian communities.

FINANCIAL STATEMENTS



PRELIMINARY, UNAUDITED

Revenue	Totals
Service Canada	\$1,845,188
Canadian Heritage	\$ 30,000
Western Economic Diversification Canada	\$ 30,000
Industry Canada	\$ 25,000
Business Development Bank of Canada	\$ 20,000
Private contributions	\$ 22,709
Indian and Northern Affairs Canada	\$ 10,000
<hr/>	
Subtotal	\$ 1,982,897
Expenses	
Salaries and benefits	\$ 646,025
National advisory and liaison tables	\$ 656,242
Research and analysis	\$ 69,297
Strategic planning communications	\$ 157,425
Skills management	\$ 101,940
Organizational learning	\$ 70,370
Office expenses	\$ 143,885
Lauriers de la PME	\$ 137,094
<hr/>	
Subtotal	\$ 1,982,278
Net profit	\$ 619



PROVINCIAL AND TERRITORIAL ACCOMPLISHMENTS

BRITISH COLUMBIA

THE BUILDING OF SUSTAINABLE COMMUNITIES IN THE WEST GETS A BOOST

The Government of Canada, acting through Western Economic Diversification Canada (WD) and the Department of Canadian Heritage, has awarded a contribution of \$846,000 to the Société de développement économique de la Colombie-Britannique (SDECB) for the development of the *Corridor touristique francophone de l'Ouest* (CTFO) [Western Francophone tourism corridor].

This investment will create economic development opportunities in Official Language Minority Communities (OLMCs) located in Western Canada by tapping into the potential offered by the region's French language and culture, all the while taking advantage of the international visibility that will be created by the *2010 Vancouver Winter Olympics*.

The SDECB will co-ordinate the CTFO project in co-operation with the Conseil de développement économique de l'Alberta (CDÉA), the Conseil de la Coopération de la Saskatchewan (CCS) and the Economic Development Council for Manitoba Bilingual Municipalities (CDEM).

Once again, the Government of Canada has shown its intention to support official language minority communities and develop the linguistic duality throughout the country.

Key partners

- *Western Economic Diversification Canada*
- *Canadian Heritage*
- *Conseil de développement économique de l'Alberta*
- *Conseil de la Coopération de la Saskatchewan*
- *Economic Development Council for Manitoba Bilingual Municipalities*



Photo taken at the announcement of the funding provided by Western Economic Diversification (WD) and the Department of Canadian Heritage for the *Corridor touristique francophone de l'Ouest* (CTFO) project. From left to right: James Moore, Parliamentary Secretary to the Minister of Public Works and Government Services and for the Pacific Gateway and the Vancouver-Whistler Olympics, and MP for Port Moody-Westwood-Port Coquitlam; Donald Cyr, Director General of the SDECB; and Michel Matifat, President of the SDECB.

ACCELERATED ECONOMIC IMMIGRATION

The SDECB is part of the advisory committee on immigration established by the province's Ministry of the Attorney General and promotes the British Columbia Provincial Nominees Program (BC PNP).

Under the BC PNP, candidates can be recruited outside Canada, with a focus on member countries of the European Union, by offering accelerated immigration services for eligible qualified workers and experienced entrepreneurs who wish to settle in British Columbia and become permanent residents of Canada.

The program is administered on behalf of the province by Economic Development Canada in partnership with Citizenship and Immigration Canada (CIC).

SDECB promotes the BC PNP among B.C. employers and foreign citizens who have the financial capacity to settle in British Columbia and who are able to make a significant economic contribution to the province.

Key partners

- *British Columbia Ministry of the Attorney General*
- *Citizenship and Immigration Canada*

B.C.'S FRANCOPHONE COMMUNITY POSITIONS ITSELF FOR THE 2010 OLYMPIC AND PARALYMPIC GAMES

In March 2007, SDECB received a budget envelope of close to \$200,000 from the Department of Canadian Heritage as part of the "Community Life" component of the *Development of Official-Language Communities program*.

This financial assistance was approved for the 2007-2008 and 2008-2009 fiscal years to help SDECB carry out the project entitled *Positionnement et mise en valeur des capacités de visibilité de la communauté francophone de la Colombie-Britannique dans le cadre des Jeux olympiques et paralympiques de 2010*.

Celebrations for B.C.'s 150th anniversary in 2008 and the *2010 Olympic Games* are unique opportunities for the Francophone community to shine in all its glory. This positioning project aimed at all Francophone organizations in the province will benefit the entire community and will help raise the visibility of the British Columbian Francophonie, increase the sense of belonging, strengthen the fabric of the community, and get all Francophone players more involved.

Promoting the linguistic duality and the various aspects of the Canadian Francophonie among the thousands of tourists who will be visiting British Columbia in 2008 and 2009 and for the *Winter Games* in 2010 will highlight the enthusiasm and the solidarity of the province's entire Francophone community.

Key partners

- *Western Economic Diversification Canada*
- *Canadian Heritage*
- *Fédération des francophones de la Colombie-Britannique*

ALBERTA

INFORMATION TECHNOLOGY IN SUPPORT OF EMPLOYABILITY

The many inquiries from foreign residents regarding employment opportunities in Alberta and the recruitment of labour by Alberta companies have prompted the Conseil de développement économique de l'Alberta (CDÉA) to put into place a number of effective means for responding to their needs.

Foreign worker recruitment workshops have been given throughout the province, either by videoconference or on-site, to facilitate offers of employment and the search for qualified applicants. Employers and workers can now go on-line to recruit employees or look for jobs.

A broad range of information, gathered from workshops and research conducted by CDÉA officers, is now available on the CDÉA Web site, the ideal tool for anyone wishing to do serious and thorough research.

The supplied documentation contains the answers to all sorts of questions: entertainment, business opportunities, profiles of Francophone communities, procedures to follow when moving to Alberta, laws and regulations on working, etc. www.lecdea.ca/employabilite, a Web site worth visiting!

Key partners

- *Industry Canada*
- *Citizenship and Immigration Canada*
- *Destination Canada 2007 – Job Fair*
- *Western Economic Diversification Canada*
- *The Business Link*
- *Oops! Design*
- *Accès-emploi*
- *Calgary Employment Centre*



Photo taken on the occasion of the 10th anniversary of the CDÉA. From left to right: Michelle Hamelin, Director and Associate Champion, Official Language Service for Citizens and Communities, Service Canada; and Randy Boissonnault, President, CDÉA.

CANADA'S FRANCOPHONE ECONOMIC SPACE IN HIGH GEAR!

Following up on its partnership agreement between RDÉE Canada and the SADC (Société d'aide au développement des collectivités du Québec), RDÉE Alberta welcomed and assisted numerous entrepreneurs from Quebec who were interested in developing markets in Alberta.

CDÉA officers have helped these entrepreneurs to establish contacts in construction, manufacturing or land development and have encouraged new economic development initiatives throughout the province.

These efforts have given rise to investment projects (job creation, recruitment of new employees and partnerships) worth over \$7 million to the rural communities.

Key partners

- *Western Economic Diversification Canada*
- *Francophone employment centres in the province*
- *Alberta businesses*
- *Société d'aide au développement des collectivités du Québec*
- *Quebec businesses*
- *Workers in Quebec and the Maritime provinces*

Photo taken at the business lunch held in Edmonton on March 26, 2008. Quebec delegation to the National Buyer and Seller Forum, with the members



of the Cellule d'entrepreneurs francophones d'Edmonton.

FRENCH-LANGUAGE SIGNAGE: WELL-IDENTIFIED SERVICES

The new *Services en français disponibles* sticker is available to all businesses that want to attract francophone customers.

The 2008-2009 version of the French-language tourism guide, *Alberta l'autre belle province*, describes the French-language services that are available and identifies the level of service provided by tourism-industry businesses.

The 2007 promotional campaign generated partnerships worth over \$500,000 in total. As part of the campaign, media contests brought six persons to visit Alberta. It is noteworthy that close to 27,000 of the travellers who came to Alberta in 2007 were from Quebec.

Key partners

- *Travel Alberta Canada*
- *Alberta Francophone Secretariat*
- *The Weather Network*
- *The Antonopoulos Group*
- *Alberta tourism-industry businesses*



Award - Prix d'excellence: From left to right: Denis Tardif, Francophone Secretariat; Rahim Jaffer, MP for Edmonton-Strathcona; Marie Leclercq Ghesquière, winner of the business of the year award for her company *A Ladybug Organic Foods*; Senator Claudette Tardif; and Randy Boissonnault, President of the CDÉA.

SAINT-JEAN CAMPUS CLUB ENTREPRENEURS

The Saint-Jean Campus, with assistance from (CDÉA), provided an opportunity for its cultural facilitator to attend the annual convention of the *Clubs entrepreneurs étudiants* in Quebec City. After researching other provinces to determine the effectiveness of these clubs, students from the campus are planning the official launch of their own club in September 2008. Watch for it!

Key partner

- *Campus Saint-Jean*

COMMUNITY CAPACITY BUILDING SERVICES

The marketing plan for St-Isidore, a small village in the North-western part of the province, has entered its second phase. While the objective is still to attract more residents and tourists and promote long-term economic development, this new phase aims to develop infrastructure and beautify and create an environment that is representative of French culture. The first phase of the project saw an increase in the community's capacity to promote itself and publicize its strengths.

It is intended that this second phase will see an increase in the overall potential for promoting the community through the design of a beautification plan highlighting the village's unique cultural characteristics and an appearance that is visually representative of the community's Francophone heritage. The second phase will also see the development of a brand image for the community, the beautification of industrial areas and public spaces, and the expansion and improvement of the community centre.

Key partners

- *Northern Sunrise County*
- *Alberta Economic Development*
- *Société des Compagnons*
- *Peace Region Economic Development Alliance*
- *Comité culturel de St-Isidore*

SASKATCHEWAN

SASKATCHEWAN, JE REVIENS, J'Y RESTE!

Like many other provinces, Saskatchewan, has seen an exodus of its young people to other areas for various reasons. The economic boom that the *Land of Living Skies* is currently experiencing is therefore an appropriate time to encourage young people to “come back home” in order to enlist their knowledge and expertise in helping people.

At its forum in March 2008, RDÉE Saskatchewan, in co-operation with the Association jeunesse fransaskoise (AJF), launched a project called *Saskatchewan, je reviens, j'y reste!* [Saskatchewan, I'm home to stay]. The approach will be three-pronged: welcome, jobs and communications.

The initiative is aimed at young Francophones between the ages of 18 and 35 who have left the province for one reason or another, are getting ready to leave, or who are still in the province. The goal is to highlight the benefits the province has to offer, in terms of careers and quality of life.

As part of this initiative, RDÉE Saskatchewan has prepared a list of the names of 400 young Franco-Saskatchewanians and 320 businesses and has set itself the goals, for the first year, of facilitating 15 work or internship opportunities and finding funding to co-ordinate the initiative.

Key partners

- *Western Economic Diversification Canada*
- *Association jeunesse fransaskoise*
- *Service Canada*
- *Town of Gravelbourg*



Participants at the forum to discuss the *Saskatchewan, je reviens, j'y reste!* project held on March 29, 2008, at the Ramada Hotel in Regina.

PREMIÈRES IMPRESSIONS

RDÉE Saskatchewan worked with ten communities and several other community economic development organizations to launch a project called *Premières impressions* [First Impressions].

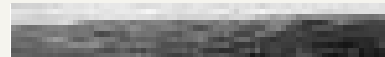
Valued at \$200,000, this initiative brought together ten communities from south-western Manitoba (Assiniboia, Burnstolle, Hazlet, Kyle, Leader, Ogema, Ponteix, Rockland, Shaunavon and Willow Bunch). The ten participating communities were paired up, with each team consisting of five people. Armed with a questionnaire, each team was asked to visit its twin town *in cognito* and collect information on various criteria (signage, tourism services, services available to potential investors, education services for families with children, and services for retirees wishing to settle there).

The information gathering was to be done on-line and in person. Once the data had been collected and compiled, a meeting was arranged where the participants shared their first impressions.

A report summarizing strengths and weaknesses was given to each of the participating towns or cities in order to help them improve and, above all, project an image that is capable of attracting new families and potential investors.

Key partners

- *The 10 participating communities*
- *Southwest REDA, Cypress Hill REDA, Red Coat REDA*
- *Community Futures Southwest*
- *Action Southwest*
- *Saskatchewan Advanced Education and Employment*
- *Industry Canada*
- *Overtime Communications*
- *Saskatchewan Association of Rural Municipalities*
- *Innovation Credit Union*
- *SaskEnergy*
- *Rural Secretariat*
- *Saskatchewan Careers and Employment Services*
- *Department of Regional Economic and Co-operative Development*



Countryside around the Village of Ponteix

LA SASKATCHEWAN ET SES ATTRAITS

The tourism guide entitled *La Saskatchewan et ses attraits* [Saskatchewan and Its Attractions] has been revised. A new edition of the province's only French-language tourism guide was published with a press run of 30,000, which is 5,000 more than the previous edition. The last edition of 25,000 copies was expected to last two years but was exhausted within a year and a half.

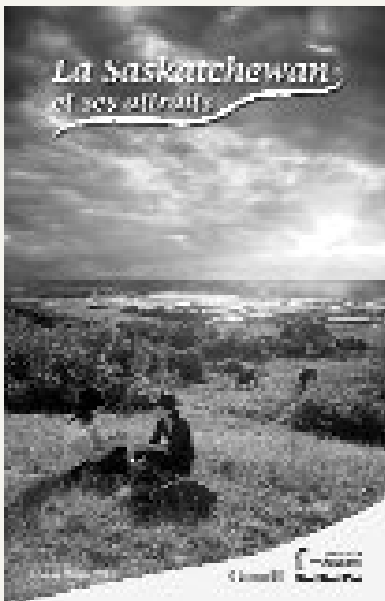
The new edition describes new tourist routes, such as the Giants' Route, the Religious Route, the Trappers' Route and the Louis Riel Trail. These suggestions will help tourists make the most of their Saskatchewan tourism experience.

The guide is directed at French-speaking tourists from Quebec, Ontario, the Maritimes, and Europe (France, Belgium, Switzerland, etc.). In 2007, RDÉE Saskatchewan was represented at three tourism fairs in Quebec, and received some 100,000 visitors at its booth. Seven thousand copies of the guide were given out at the three shows, and 3,000 additional copies were sent out in response to requests received over the Internet.

According to Statistics Canada, in 2007 there were 28,000 French-speaking tourists from Canada, and 2,300 French tourists who visited Saskatchewan. They spent an average of \$221 and \$300 per day respectively.

Key partners

- *Western Economic Diversification Canada*
- *Tourism Saskatchewan*
- *Corridor touristique francophone de l'Ouest*
- *Franco-Saskatchewan communities*



Tourism guide entitled *La Saskatchewan et ses attraits*.

MANITOBA

LAST PHASE OF ROLL-OUT OF C'EST SI BON! ... ENSEMBLE – TOGETHER BRAND

The Conseil de développement économique des municipalités bilingues du Manitoba (CDEM), which includes RDÉE Manitoba, received \$140,000 from Western Economic Diversification Canada (WD) in August 2007 to introduce the brand *C'est si bon! Ensemble – Together* in the last seven municipalities. The municipalities will each receive a grant of \$20,000 and will contribute at least the same amount or more to participate in the project. The brand will be used in beautification and signage projects in the communities.

In addition, the sum of \$70,000 awarded by WD will make it possible to provide lasting support in order to ensure the permanence of the brand in the communities and guarantee its long-term visibility.

Key partners

- *Western Economic Diversification Canada*
- *Canadian Heritage*
- *Somerset*
- *Sainte-Anne*
- *Saint-Lazare*
- *Richot*
- *Lorette (Taché)*
- *Saint-Laurent*
- *Saint-Claude*

NOTRE JEUNESSE ... REVIENT PRENDRE SA PLACE !

The CDEM contributed to various initiatives including the first *Club d'entrepreneuriat étudiants* at Collège universitaire de Saint-Boniface in 2007, and the *Coopérative jeunesse de services* (CJS).



Coopérative jeunesse de services (CJS), summer 2007.

Key partner

- *Communauté de Sainte-Anne*

STIMULATING PROJECTS

In the past seven years, 75 young people have been able to start summer businesses thanks to the program *Été en affaires*. In 2007 alone, eight young people benefited from the program.

Manitoba will be sending a larger delegation (9 young people) to the *Camp jeunes entrepreneurs de l'Ouest*, which is being held in Blackstrap, Saskatchewan, in the summer of 2008.

The Place aux jeunes project, which ended in March 2008, was highly successful, enabling almost 20 young people to return to the La Montagne and Montcalm areas. Some 20 more young people are currently in the process of making arrangements to settle in the area.

Key partners

- Collège universitaire de Saint-Boniface
- Division scolaire franco-manitobaine
- Association des municipalités bilingues du Manitoba
- Le 100 Nons
- Conseil jeunesse provincial
- Directorat de l'activité sportive
- Place aux jeunes du Québec
- Réseau québécois pour la coopération du travail
- Jeunes entreprises du Manitoba
- Association des clubs d'entrepreneurs étudiants de la francophonie internationale

KNOWLEDGE-BASED ECONOMY ... EXCITING PROJECTS!

The *E-Index* is a strategic planning exercise based on a customized diagnosis. The CDEM undertook a large program in carrying out the *E-Index* study, which looked at infrastructure, expertise and the use and accessibility of information and communication technologies (ICT) in bilingual municipalities in rural Manitoba.

Key partners

- Function Four Ltd
- Industry Canada (Francommunautés virtuelles)
- Manitoba Department of Science, Technology, Energy and Mines
- IBM Canada
- Agriculture and Agri-Food Canada

The CDEM supported the merger of two wireless Internet service providers in south-eastern Manitoba, which resulted in the formation of *Voyageur Communications Coop*. This merger should provide the region's bilingual communities with improved service.

Key partner

- L'Association des municipalités bilingues du Manitoba (AMBM)

The CDEM also carried out a feasibility study looking into the possibility of establishing a wireless portal in the bilingual rural municipalities of Manitoba.

Key partners

- TRILabs
- Industry Canada
- Consultation Annie Girard Consulting

TOURISM SECTOR CONTINUES TO DEVELOP ATTRACTIONS

After carrying out a study of geocaching in order to explore the potential of this activity for Francophones, the CDEM put into operation an action plan that includes the development of a series of GPS experiments and the creation of geocaches with interested municipalities.

The CDEM also started a training program for French-speaking ambassadors in the bilingual municipalities of Manitoba. The program is designed to allow young people to provide a special service for visitors, as well as give the young people greater pride in their region.

The CDEM co-ordinated the nomination of French-speaking candidates for the *2007 Manitoba Tourism Awards*. French-speaking experts from the field of tourism were nominated for 7 awards; the awards were announced on April 15, 2008, at the Tourism gala.

Key partners

- Tourisme Riel
- Festival du Voyageur
- Musée de Saint-Boniface

LARGE-SCALE ACTIONS

From February 12 to 17, 2008, the CDEM and Tourisme Riel welcomed a group of professionals from the French tourism industry. Four travel agents, one tour operator, one journalist, and a representative of the Canadian Tourism Commission in France took part in the *Éduc-tour*, an extraordinary experience which allowed the group to discover what will soon become a destination of choice for travellers from France.

Following the experience, the participants agreed to organize a number of trips to Manitoba and a Manitoba evening during the tourism show, *Top Résa*, which is to be held in France in the fall of 2008.

Key partners

- Ô Tours
- Découverte Canada
- Voyage Manitoba
- Via Rail Canada
- Frontiers North Adventures
- Thompson Unlimited
- Destination Winnipeg
- Caractères d'Amérique



The *Éduc-tour*, February 2008.

ONTARIO



Official opening of *Doors Open Timmins*, held on September 15, 2007

TIMMINS OPENS ITS DOORS!

Doors Open Timmins was designed to make the architectural and cultural environment of Timmins better known and to make the public aware of the value of their heritage. On September 15, 2007, the public was invited to visit historic sites and buildings. The next edition is planned for September 13, 2008. RDÉE Ontario, which was responsible for the Francophone component, played an active role in the organization, site selection and logistics for the day's events.

Key partners

- *Timmins Museum*
- *The Venture Centre / Le Centre de développement*
- *City of Timmins*
- *Timmins Economic Development Corporation*
- *Tourism Timmins*
- *Timmins Chamber of Commerce*
- *Downtown Timmins Business Improvement Association*
- *The Daily Press*
- *Ojibway and Cree Cultural Centre*
- *Ministry of Culture, Communications and Status of Women*

A MODEL FOR ADAPTATION OF RURAL LABOUR IN CENTRAL SOUTH-WESTERN ONTARIO

In October 2007, the model entitled *Mobilité rurale axée sur la requalification professionnelle* [rural mobility based on professional requalification] was presented to some thirty persons meeting in Toronto. That presentation marked the end of Phase I of the project of the *Centre d'adaptation aux techniques agricoles et agroalimentaires*, which was begun in 2003 by the Corporation Néo-canadienne de Développement et de Leadership Communautaire (COCDEL) with the support of RDÉE Ontario. This unique model targets individuals wishing to migrate to a rural community to work and settle permanently. They are supported with appropriate training and professional follow-up. The model also provides for assistance to help these families integrate socially into the receiving Francophone community.

Phase II of the project, which began at the same time, involved piloting the model in order to validate it "in the field." The dietary assistant certificate, which is recognized by the Department of Health, requires 600 hours of training and allows access to jobs in the institutional kitchens sector. Twelve people will take part in the pilot project. At this point, RDÉE Ontario is supporting the implementation of the partnership between COCDEL/ Alpha Toronto and the Alfred Campus in order to facilitate the pilot phase in Toronto. Under this agreement, the Alfred Campus assumes

financial responsibility and provides the course content. For its part, Alpha Toronto will provide its expertise on undereducated clients and take on responsibility for the "general training" component, while COCDEL will be responsible for co-ordinating the activities and coaching of the trainees.

Designing the model and validating it "in the field" represent a total investment of approximately \$300,000.



Representatives from partner organizations that contributed to Phase I of the project meet in Toronto on October 26, 2007.

COMMUNITY PLANNING OF SUDBURY

Since March 2007, RDÉE Ontario has been working jointly with the Association canadienne-française de l'Ontario (ACFO) du Grand Sudbury on a multisectoral strategic planning exercise for its Francophone community and on the establishment of the estates general. Both organizations gladly accepted this challenge, which was launched by the 100-odd participants at the forum entitled *La francophonie, j'en fais partie! Mettons l'accent sur Sudbury*, which was held at Collège Boréal in Sudbury on March 21 and 22, 2007. The strategic planning exercise will allow the community to build on the gusto, dynamism, commitment and success of all parties in order to maximize its development.

The sectors with the greatest priority are health, education, immigration, the economy, justice, the arts and culture, and social and community services.

Key partners

- *Association canadienne-française de l'Ontario du grand Sudbury*
- *Canadian Heritage*
- *Office of the Commissioner of Official Languages*
- *Federal Economic Development Initiative for Northern Ontario*
- *French-language (public and separate) school boards*
- *Collège Boréal*
- *Laurentian University*
- *City of Greater Sudbury*
- *Contact Interculturel francophone de Sudbury*
- *Centre Victoria pour femmes*
- *Ontario Department of Education*
- *Advisory Committee of the Ontario Minister Responsible for Francophone Affairs*
- *Réseau de santé en français du Moyen-Nord de l'Ontario*

FIRST FRANCO-ONTARIAN MAISON FAMILIALE RURALE

The model for the Maisons Familiales Rurales (MFR), which is intended primarily as an alternative school established by the rural communities, has long existed only in Quebec, but starting this year, Ontario will now have its very first MFR on the Alfred Campus of the University of Guelph. RDÉE Ontario has been behind the project to establish an MFR in the French-speaking area of Eastern Ontario since it was established in 2004. The project is aimed at the rural area taking in the counties of Prescott, Russell, and Stormont, Dundas and Glengarry. For the past three years, RDÉE Ontario has been working with a steering committee made up of stakeholders from the area.

The MFR model, which provides for alternating periods of classes and practical training in a rural setting for students at the secondary-school level, is based on co-operation among the stakeholders from education, local businesses, families and the community. It is a unique form of education which combines educating young people and local development. The

initiative must be in response to a requirement for labour and succession planning in one or more economic sectors of the region.

The project is funded by the Rural Secretariat of the Department of Agriculture and Agri-Food Canada, as part of the *Models Program*.

Key partners

- *Rural Secretariat*
- *Canadian Heritage*
- *Prescott-Russell Community Development Corporation*
- *United Counties of Prescott and Russell*
- *Conseil des écoles publiques de l'Est de l'Ontario*
- *University of Guelph, Alfred Campus*
- *Union des cultivateurs franco-ontariens*



Pierre Lemieux, MP, and Madeleine Meilleur, Minister Responsible for Francophone Affairs, with the committee and a number of young people at the launch of the MFR at École secondaire publique Le Sommet, on January 10, 2008.

AN AGRITOURISM ROUTE AND AN AGRICULTURAL CO-OPERATIVE IN NIAGARA

The regional organization, *Club 2000 Niagara*, with assistance from RDÉE Ontario, launched two new projects this year that will have a noticeable impact on the region's economy. They involve an agri-tourism route and an agricultural co-operative.

The agri-tourism route highlights regional produce. It brings together some thirty producers and processors and in so doing provides visitors with an opportunity to learn about wine, cheeses, confectionaries and fruit cultivating and growing. One of the parallel projects that results from

this is the Niagara agricultural co-operative. Numerous agricultural producers and processors had previously expressed an interest in this type of social enterprise. It has now been established and is in the process of growing its membership and designing its program to support the distribution of regional produce. The route and the co-operative also enable participating businesses to share their expertise and establish alliances. Thanks to these initiatives, numerous businesses have seen their profits increase.

These projects are part of a series of activities which also saw the establishment by *Club 2000 Niagara*, three years ago, of the *Centre Agrotouristique Niagara*. In addition, a business incubator intended to foster development of the Niagara region's rural economy was established, thanks in part to the support of RDÉE Ontario.

This economic incubator has contributed directly to the start-up, expansion and/or consolidation of over sixty small businesses, most of them rural.



Photo taken at the launch of the agri-tourism route. From left to right: Mario Pingue, Jan Campbell-Luxton and Nathalie Kita.

NEW BRUNSWICK

Over the past several months, numerous initiatives in which RDÉE New Brunswick was involved, either as sponsor or partner, have been started. All of these initiatives have been highly successful, and have also received very positive media coverage.

KNOWLEDGE-BASED ECONOMY RESULTS

RDÉE NB has officially announced the results of the current status of New Brunswick's Francophone knowledge-based economy. RDÉE NB and its partners have worked hard to develop a provincial strategy and a three-year action plan for positioning this sector.

Key partners

- Industry Canada
- Réseau Entreprise Nouveau-Brunswick
- Canadian Institute for Research on Public Policy and Public Administration
- Université de Moncton, Edmundston and Shippagan campuses
- Centre international pour le développement de l'inforoute en français
- Collège communautaire du Nouveau-Brunswick
- Collectivité ingénieuse de la Péninsule acadienne



Yves Bourgeois, author of the study on New Brunswick's knowledge-based economy.

A FIRST FOR BOUCTOUCHE

RDÉE NB and its partners announced the official completion of the *Bouctouche, ville sans fil* project. Bouctouche has become the first rural municipality in New Brunswick to boast a central section that enjoys full Wi-Fi coverage. This will allow tourists and businesspeople visiting Bouctouche and environs (within a radius of two kilometres) to have no-cost wireless access to the Internet within the municipality.

Key partners

- Town of Bouctouche
- Aernet Wireless
- Province of New Brunswick

INTEGRATING YOUTH INTO THE ECONOMY

After more than a year and a half of work, and with the support of RDÉE NB, *Le Rendez-vous jeunesse 2007 / 18-35* took place on November 16 and 17, 2007, at the Shippagan Campus of Université de Moncton. For the first time on the Acadian Peninsula a mobilizing initiative of this scope brought together more than 125 young professionals between the ages of 18 and 35 to look at the region's challenges and future.

Key partners

- Comité Avenir - Jeunesse de la Péninsule acadienne
- New Brunswick Department of Post-secondaire Education, Training and Labour
- Société de développement régional
- Entreprise Péninsule
- Corporation au bénéfice du développement communautaire Péninsule acadienne
- Université de Moncton, Shippagan Campus
- Lameque Community Health Centre and Hospital
- Centre de Bénévolat de la Péninsule acadienne
- Collège communautaire du Nouveau-Brunswick - Péninsule acadienne



Some of the participants attending *Rendez-vous jeunesse 2007 / 18-35*, held in Shippagan.

RURAL DEVELOPMENT IN THE FOREFRONT OF CHANGE

RDÉE's involvement in the working group on wind energy of the Association francophone des municipalités du Nouveau-Brunswick (AFMNB) led to the holding of a symposium on wind energy, entitled *Énergie éolienne, carburant du développement régional* on January 22, 2008 in Beresford. The symposium highlighted the most recent advances in the field through speeches, and showed what actions are needed to enable the communities to maximize the benefit from the royalties flowing to them from the private companies.

NOVA SCOTIA

Key partners

- *Association francophone des municipalités du Nouveau-Brunswick*
- *Three economic development agencies from north-eastern New Brunswick (Péninsule, Chaleur and Restigouche)*
- *Energy New Brunswick*
- *Université de Moncton*

The RDÉE is continuing its efforts to develop community plans. For example, it has provided support for the Town of Shippagan and the local services district of Saint-Paul-de-Kent over the past year.

TOURISM SPREADS ITS WINGS

RDÉE NB assisted the Vélouroute committee of the Acadian Peninsula in carrying out a feasibility study. The plan will see the development of trails encircling the Acadian Peninsula, amounting to 380 kilometres in total.

Key partners

- *Les Amis de la Vélouroute de la Péninsule acadienne*
- *Entreprise Péninsule*
- *Forum des maires de la Péninsule acadienne*

In September 2007, RDÉE NB, working with the Société de développement économique de la Colombie-Britannique (SDECB), organized three workshops on potential business opportunities with the *2010 Olympic Games*. Entrepreneurs participated enthusiastically in these workshops.



Line Robert, facilitator for the business opportunities workshop that looked at the *2010 Vancouver Olympics*.

Economic development officers in the Acadian regions of Nova Scotia (Clare, Argyle, Halifax, Chéticamp and Richmond) have launched numerous community economic development projects over the past year. This second year of partnership initiatives results from the 2005 community planning process.

ARGYLE CHAMBER OF COMMERCE TAKES THE LEAD

RDÉE Nouvelle-Écosse supported the creation of the Argyle Chamber of Commerce, one of the priority projects for the Argyle region in the southwestern portion of the province. More than 60 people were present at Ye Olde Argyle Lodge on Tuesday October 16, 2007, for a networking and membership breakfast for the new organization, which represents the interests of the region's business community.

Pep talks were delivered by Aldric d'Entremont, Warden of the Municipality of Argyle, the Honourable Chris d'Entremont, Minister of Acadian Affairs, Marc Robichaud, President of the Clare *Chambre de commerce*, Paul-Émile LeBlanc, Director General of the Clare *Caisses populaires* and Robert-Yves Mazerolle, President of the *Chambre de commerce francophone de Halifax*. Afterwards, eleven members of the Board of Directors were elected. The incorporating document was signed by 39 representatives of the region's various businesses and associations.

Key partners

- *Industry Canada*
- *Canadian Chamber of Commerce*
- *Municipality of Argyle*
- *Conseil acadien de Par-en-Bas*
- *Argyle private sector*
- *Conseil de développement économique de la Nouvelle-Écosse*
- *Nova Scotia Association of Community Business Development Corporations*
- *Réal Boudreau, d'Entremont & Boudreau, lawyers / avocats*



From right, Cécile d'Entremont Bourque, Argyle Development Officer, Réal Boudreau, co-owner, *d'Entremont & Boudreau lawyers / avocats of West Pubnico*, Norbert LeBlanc, President, *Conseil acadien de Par-en-Bas*, Eric Bourque, journalist, *The Vanguard*, and Brian LeBlanc, owner, *Acadian Plumbing & Heating & Electrical Ltd.*

LEADERS OF THE MUNICIPALITIES OF CLARE AND ARGYLE UNITE TO ATTRACT MAJOR FRANCOPHONE EVENTS

Organized by RDÉE Nouvelle-Écosse community economic development officers and the Municipalities of Clare and Argyle, with financial support from the two municipal councils, an exploratory meeting was held on October 24, 2007, in Ste-Anne-du-Ruisseau. This meeting of around thirty people from the two Francophone and Acadian communities in the South-West was an occasion to examine opportunities for attracting large national and international Francophone events to the Atlantic region. Following the workshops and discussions, two possibilities were agreed upon: the *Grand Finale of the Acadian Games* and the *Jeux*

PRINCE EDWARD ISLAND

de la francophonie canadienne, held every three years. In addition, support services from RDÉE Nouvelle-Écosse were confirmed and a working committee was set up at the meeting.

The working committee was mandated to draw up the application forms and set requirements for those agencies responsible for selecting event venues. Since that meeting, the *Société des Jeux de l'Acadie* began, in January 2008, the selection process for the host municipality of the 31st Finale of the 2010 Acadian Games. Also, the municipalities of Clare and Argyle took part in a compulsory information meeting for municipalities wishing to host the finale in March 2008.

Key partners

- Municipality of Argyle
- Municipality of Clare



From left, Jean Melanson, Warden of the Municipality of Clare, and Yvon Samson, Manager, RDÉE Nouvelle-Écosse.

PREPARATION OF HUMAN RESOURCE PLANS FOR THE ACADIAN REGIONS OF NOVA SCOTIA

RDÉE Nouvelle-Écosse is currently conducting surveys for implementing human resources plans in the Acadian regions of Chéticamp, Isle Madame, Clare and Argyle. This planning process falls under the action plan on workforce out-migration, which was prepared following the economic forum on the subject held in February 2007.

The hiring of six human resources planning officers was made possible thanks to funding from Service Canada's *Labour Market Partnerships Program*. Expected results for this project will include the development of a human resources plan and identification of labour market adjustments that would be in the public interest. [Translation] "In addition, we will see an increase in the community's ability to meet human resources needs, and labour market adjustments, guided by human resources planning, will be implemented for the region's employers," explained Yvon Samson, Manager, RDÉE Nouvelle-Écosse.

Key partners

- Service Canada
- La Picasse
- Les Trois Pignons
- Local businesses
- Université Sainte-Anne



From left to right: Carole Aucoin and Billy Joyce, RDÉE Nouvelle-Écosse Development Officers, host a workshop during the economic forum on workforce out-migration.

Development officers from the Acadian regions of Nova Scotia (Clare, Argyle, Halifax, Chéticamp and Richmond) continued with their numerous community economic development projects during the past year. This second year of partnership initiatives stems from the 2005 community economic planning process.

Prince Edward Island is becoming increasingly equipped to deal with the economic challenges it faces. Thanks to its five-year strategic development plan (Plan Vision), Prince Edward Island's Acadian and Francophone community has a clear vision of the direction it wants to take.

RDÉE Île-du-Prince-Édouard continues to look to the provincial plan and the six regional plans to guide its interventions. In the last year of the present plan, the community is already turning its attention to developing the next one.

Over the past year, the RDÉE has accomplished a number of important projects as part of Plan Vision which met the goal of better equipping the community to face its economic challenges.

END OF CONSTRUCTION: *LE CENTRE GOËLAND TAKES WING!*

One of the most important accomplishments of the past year was the opening of the new *Centre Goëland* in Cap-Egmont. The previous centre was used mainly for youth camps, French immersion and spiritual and religious retreats.

The new centre, located under the same roof, has expanded its market to make itself more viable. The centre is available now for sports teams, annual and family reunions, business retreats, entrepreneurial training seminars and all types of conferences. It provides meals and accommodation for up to 50 people.

The RDÉE is proud to have been a key partner in the development of this long-awaited project.

Key partners

- *Centre Goéland committees*
- *Atlantic Canada Opportunities Agency*
- *Human Resources and Social Development Canada*
- *Development and Technology, PEI.*
- *Canadian Parents for French*



Official re-opening of *Le Centre Goéland*. From left, Giselle Bernard, RDÉE Î.-P.-É., Development Officer and contact person for the centre's management committee, Father Éloi Arsenault, founder of *Le Centre Goéland* and member of the Management Committee, Senator Gérald Comeau, representing the federal government, Sonny Gallant, MLA for Évangéline-Miscouche, representing the provincial government, and Father Eddie Cormier, member of the centre's board of directors.

HELPING ENTREPRENEURS

For more than a year, RDÉE Î.-P.-É. has provided support services to anyone looking to establish or expand a business.

Approximately fifty clients from Prince Edward Island and elsewhere, representing micro-businesses to international corporations, have sought the services of the RDÉE.

These services vary according to the needs of the client and can range from preparing business plans to market studies to help in finding funding.

In order to better meet the needs of clients, the RDÉE has established partnerships with economic development agencies from one end of the province to the other.

In addition, the RDÉE recently opened an office in Charlottetown, on the same premises as Canada Business. RDÉE officers also regularly visit the regions to meet with clients.

Key partners

- *Atlantic Canada Opportunities Agency*
- *Canada Business*
- *Provincial development corporations*



An informal launch party for a new entrepreneurial client kit: here, RDÉE Development Officer Giselle Bernard (left), presents the kit to Johnny Gaudet of *La Ferme Gaudet*, St-Raphaël, and RDÉE Manager Francis Thériault, presents the kit to Sylvie Toupin of *Fibre-Isle International*.

THE ERA OF THE SINGLE WINDOW AND THE INTRANET

PEI's Acadian and Francophone community recently celebrated the launch of a new single window / on-line portal, www.ilebranchee.ca.

This portal presents news and employment opportunities through its headline section and its daily virtual bulletin. In addition, government organizations can now exchange information and documents and share a suite of management tools via an intranet network.

The portal already has more than 600 members. The public will find hyperlinks to many of PEI's community, business and government services.

Key partners

- *Industry Canada (Francommunautés virtuelles)*
- *Carrefour de l'Isle-Saint-Jean*
- *La Société Saint-Thomas-d'Aquin*
- *La Société éducative de l'Î.-P.-É.*



Photo taken during the official launch of the single wicket, www.ilebranchee.ca. The project's principal partners are, from left, Alex Robert, Chair of the Carrefour board of directors, Francis Thériault, Manager, RDÉE Île-du-Prince-Édouard, the organization which redesigned and manages the portal, Bob Brewer, Atlantic Regional Director, Spectrum Management, Industry Canada, Edmond Richard, President, *Société Saint-Thomas-d'Aquin*, and Claude Blaquière, General Manager, *Société éducative de l'Î.-P.-É.*

THE PERCÉ PROGRAM SEES DOUBLE

For the past four years, the RDÉE has managed the *PERCÉ* program, which was designed to encourage college and university students from outside PEI to come and spend a weeklong orientation and a twelve-week paid internship in their field of study on PEI.

The overall objective is to raise awareness among these students of PEI's many business opportunities. *PERCÉ* also encourages them to return to live and work there once their studies are completed.

NEWFOUNDLAND AND LABRADOR

In the past, the program was offered to a dozen Francophones a year. For summer 2008, that figure will double to include ten Anglophones. This is the first year the province will sponsor the program in partnership with Atlantic Canada Opportunities Agency.

Key partners

- Atlantic Canada Opportunities Agency
- Province of Prince Edward Island
- Société de développement de la Baie acadienne
- 20 employers



Donald Richard, one of the 11 participants in the 2007 *PERCÉ* program, did his internship as a sound technician at the *Harbourfront Jubilee Theatre* in Summerside. He particularly demonstrated his know-how in the play *Anne and Gilbert*.

NEWFOUNDLAND AND LABRADOR'S FRANCOPHONES JOIN VOICES TO MAKE THEM- SELVES BETTER HEARD

In October 2007, RDÉE Terre-Neuve-et-Labrador (RDÉE TNL) and the *Fédération des francophones de Terre-Neuve et du Labrador* (FFTNL) launched Newfoundland and Labrador's first Francophone portal (www.francotnl.ca) to meet the needs clearly expressed by the community the previous year.

This portal project is a true community success since it brings together the province's eleven francophone organizations at a single address to make themselves better heard. RDÉE TNL mobilized and trained these organizations so that they would be able to supply the portal with their own photos, videos, news and events. A true port of entry to the province's Francophonie, the portal led to the creation of a full-time position at FFTNL to co-ordinate the project. Also, author Hubert Mansion mentioned the portal in his book *101 mots à sauver du français d'Amérique*, launched in March 2008, in Montreal.

Key partners

- Industry Canada
- Atlantic Canada Opportunities Agency
- Fédération des francophones de Terre-Neuve et du Labrador
- Conseil scolaire francophone provincial de Terre-Neuve-et-Labrador
- Les organismes francophones de la province

A FRANCOPHONE TREASURE, A PASSIONATE FUTURE... OSEZ TERRE-NEUVE-ET-LABRADOR!

Newfoundland and Labrador's Francophonie offers stimulating career opportunities, a quality education system, community vitality and an exceptional quality of life. The *Fédération des francophones de Terre-Neuve et du Labrador* (FFTNL) and the *Conseil scolaire francophone provincial* (CSFP) have asked RDÉE TNL to manage a videodisk project to promote the community's assets and persuade other Francophones to come and settle in the province. The project also hopes to attract qualified personnel to fill vacant positions.

This modern videodisk presents a faithful portrait of Francophone regions and describes the schools, activities, pastimes, natural beauty and lifestyles of the people of the province's Francophone regions.

This is an essential promotional tool for all the province's organizations and schools and is available to Francophones elsewhere in the world through the *vidéos* section of www.francotnl.ca.

Key partners

- Industry Canada
- Government of Newfoundland and Labrador, Department of Innovation Trade and Rural Development
- Canadian Heritage
- Conseil scolaire francophone provincial de Terre-Neuve-et-Labrador
- Fédération des francophones de Terre-Neuve et du Labrador

SCIENCE, TECHNOLOGY AND SAFETY YOUTH CAMP

RDÉE TNL is proud of having contributed to the development and vitality of the province's Francophone youth by finding funding and by participating in the organization of the first Science, Technology and Safety Youth Camp, held in Labrador City from February 22 to 24,

2008. The event brought together 25 young people from Newfoundland and Labrador and from Fermont, Quebec, for a weekend filled with adventure and discovery. They learned GPS and geocaching techniques. They also took part in winter sports, participated in safety workshops, and had many unforgettable experiences.

Key partners

- *Secrétariat aux affaires intergouvernementales canadiennes*
- *Canadian Heritage*
- *Association francophone du Labrador*
- *Franco-Jeunes de Terre-Neuve et du Labrador*
- *Conseil scolaire francophone provincial*
- *Smokey Mountain Ski Club*
- *Town of Labrador City*
- *École Polyvalente Horizon-Blanc de Fermont*
- *Air Labrador*



A few of the participants at the Science, Technology and Safety Youth Camp during a geocaching activity.

EVER STRONGER FRANCOPHONE COMMUNITIES

At the end of last year, RDÉE TNL drew up community plans for each of the Francophone regions of Newfoundland and Labrador, the result of long-term collaboration with members of these communities.

To produce these plans, RDÉE TNL completed several of the steps set out in the Community Economic Development (CED) approach, including the validation of community profiles, community meetings to identify each region's

strengths and weaknesses and, lastly, community forums to target projects which the community felt deserved priority. RDÉE TNL development officers underwent training in small- and medium-sized group facilitating techniques in order to successfully facilitate community forums

In addition to helping communities improve their economic growth, these plans helped RDÉE TNL select the projects that it will participate in over the next year.

Key partners

- *Association francophone du Labrador et sa communauté*
- *Association régionale de la côte Ouest et sa communauté*
- *Association communautaire francophone de St-Jean et sa communauté*
- *Coopérative de consultation en développement La Clé*



A few of the participants at the *Forum communautaire de Port-au-Port*, Tony Cornect, Francophone MHA (at table, seated).

RAISING AWARENESS OF BILINGUALISM IN WESTERN LABRADOR

Thanks to RDÉE TNL's awareness efforts regarding the added value of the French language in western Labrador, the Labrador West Chamber of Commerce asked RDÉE TNL for help locating funding and co-ordinating the creation of a bilingual position. Under the Business Development Program of the Atlantic Canada Opportunities Agency (ACOA), RDÉE TNL created a ten-month posi-

tion for a young Francophone intern in order to improve the range of services offered to Francophone members of the Chamber of Commerce and to develop French-language communication tools.

Key partners

- *Atlantic Canada Opportunities Agency*
- *Government of Newfoundland and Labrador, Department of Innovation Trade and Rural Development*
- *Labrador West Chamber of Commerce*

DEVELOPING THE SKILLS OF FRANCOPHONE ORGANIZATIONS

In an effort to better equip the province's Francophone organizations, in March 2008 RDÉE TNL organized a seminar for participants to perfect their Internet marketing skills. In June 2007, RDÉE TNL trained eight people from Labrador City at its second workshop titled *Super Accueil*.

This interactive customer service training and tourism awareness workshop was served to develop the skills of our human resources in order to improve customer service in Labrador City.

Key partners

- *Industry Canada*
- *Hospitality Newfoundland and Labrador*
- *Association francophone du Labrador*

YUKON

PROMOTIONAL TOOLS ATTRACT TOURISM AND ENTREPRENEURS!

RDÉE Yukon took advantage of the 2007 Canadian Bilingual Winter Games in Whitehorse to showcase the Yukon's tourist attractions to Canadian and international Francophone markets.

In 2008, the RDÉE Yukon tourism development officer is continuing efforts toward establishing conditions favouring the establishment, development and growth of tourist businesses offering services in French.

Under RDÉE Yukon's influence, the Government of Yukon's French Language Services Directorate will produce an entirely French-language version of its new tourist portal (www.travelyukon.com) in 2008.

New promotional tools such as a French-language Yukon tourism guide and the updated tourism portal, beautiful post cards and a promotional Internet mini-campaign are some of the projects that RDÉE Yukon has been working on.

In fact, the RDÉE Yukon website has had a makeover! It's now possible to access www.rdee-yukon.ca to learn more about the services and activities of the *Réseau*.

Key partners

- *Department of Indian and Northern Affairs Canada*
- *Government of Yukon, French Language Services Directorate*
- *Industry Canada*
- *Association franco-yukonnaise*
- *Carrefour d'immigration Crossroad – Yukon*
- *Parks Canada*
- *Government of Yukon, Department of Tourism and Culture*
- *Services d'orientation et de formation aux adultes*



French-language Yukon tourism guide.



French-language Yukon promotional post card.

YOUTH ENTREPRENEURSHIP

Secondary-level students from *École Émilie-Tremblay* opened the *Bistro Bonne Bouffe* cafeteria at their school. The goal of this

initiative is to encourage entrepreneurial thinking while integrating academic subjects into a concrete project. RDÉE Yukon's youth employment and entrepreneurship officer provided economic expertise working in conjunction with the school's teachers. This skills exchange was accomplished in part with the help of a teaching kit provided by Alberta's *Jeunes Entreprises du Nord*. Profits from this activity will go toward their year-end project: a trip to Quebec City!



Secondary-level students from the French-language *École Émilie-Tremblay* open the school's *Bistro Bonne Bouffe* cafeteria.

Key partners

- *Commission scolaire francophone du Yukon no. 23*
- *École Émilie-Tremblay*
- *Jeunes Entreprises du Nord de l'Alberta*
- *Yukon Workers' Compensation Health & Safety Board*
- *Comité Espoir Jeunesse*

NEW ENTREPRENEURS

New entrepreneurs or those wishing to transfer their businesses to the Yukon received an enticing offer: support and workspace in the *Centre de la francophonie*, thanks to the collaboration of RDÉE Yukon, the *Association franco-yukonnaise* (AFY) and the *Société des immeubles franco-yukonnais* (SIFY).

Last year, thirty-six entrepreneurs, eighteen of whom were immigrants, took advantage of these services. Since then, eleven

businesses have been established, seven by immigrant entrepreneurs. Thanks to this support, eighteen new jobs were created.

Key partners

- Dana Naye Venture
- Business Development Bank of Canada
- Government of Yukon, Department of Corporate Affairs
- Whitehorse Business License Office
- Fondation Entrepreneurship
- Association franco-yukonnaise
- Société des immeubles franco-yukonnais

PLACE AUX JEUNES YUKON

The goals of *Place aux jeunes Yukon* are to encourage the return of young people who left the Territory for post-secondary education or for adventure and to encourage other young people to move to the Territory. Last year, the program provided support to about 500 young people, and directly or indirectly influenced the migration or return of 40 young people. The Web site receives approximately 1,200 visits a month and the number of people registered on the site has tripled in just one year.

The program's ambassadors – nine young post-secondary Yukon students – promote the Yukon in large urban centres. They are responsible for 50% of website registrations.

In November 2007, the project was divided among the different Association franco-yukonnaise (AFY) sectors in order to benefit from their expertise and avoid duplicating existing services. In the future, the program will change its name in order to target all potential migrants.

Key partners

- Rural Secretariat, Agriculture and Agri-Food Canada
- Canadian Heritage
- Place aux Jeunes du Québec
- Government of Yukon Economic Development
- Services d'orientation et de formation aux adultes
- Carrefour d'immigration Crossroad – Yukon
- Comité Espoir Jeunesse
- Employment Central
- Yukon WorkinfoNet
- Association franco-yukonnaise

NORTHWEST TERRITORIES

DOMESTIC AND INTERNATIONAL MARKET POSITIONING STRATEGY

The *Conseil de développement économique des Territoires du Nord-Ouest* (CDÉTNO) is proud of the results of its tourism market positioning strategy campaign in Quebec and, more recently, in France. Since the start of this campaign two years ago, the Northwest Territories have seen the number of Francophone visitors increase by nearly 50%. CDÉTNO has represented tour operators and NWT agencies at several tourism fairs, the *Le Monde à Paris* (MAP) exhibition in France, among others. CDÉTNO is proud of the partnership established with RDÉE Nunavut and RDÉE Yukon for this initiative. CDÉTNO has also produced a DVD and other promotional tools and enhanced its Web site with tourist information.

An important partnership was also established with Northwest Territories Tourism. CDÉTNO received approval to use the trademark *Spectaculaire* and now has access to the entire range of promotional templates.

Key partners

- Indian and Northern Affairs Canada
- RDÉE Nunavut
- RDÉE Yukon
- Northwest Territories Tourism

EMPLOYABILITY SERVICES

This sector of activity has seen increased service demand and an overhaul of the organization's labour force recruitment program. To meet the critical need of NWT businesses and organizations for human resources, CDÉTNO represented six NWT employers at the *Salon Emploi Formation* in Montréal, which resulted in two hirings.

CDÉTNO also confirmed a partnership with the territorial government to obtain a grant from Citizenship and Immigration Canada (CIC) to participate in a job fair in France. In November 2007, CDÉTNO, acting on behalf of the Government of the Northwest Territories and thirteen NWT employers, participated in *Destination Canada* in Paris and Lyon. Since then, three hirings were confirmed.

Key partners

- Government of the Northwest Territories
- Citizenship and Immigration Canada
- Eighteen NWT employers



On behalf of the NWT Premier, CDÉTNO meets Marc Lortie, the Canadian Ambassador to France, during *Destination Canada* in Paris.



The NWT economy benefited from a 50% increase in Francophone visitors thanks to such CDÉTNO efforts as participation in tourist fairs.

ECONOMIC DEVELOPMENT

In November 2007, CDÉTNO received the support of the Right Honourable Floyd Roland, Premier of the Northwest Territories, to study the possibility of developing economic ties between the NWT and France. This is of course a long-term endeavour.

CDÉTNO also finalized the socio-economic profiles of the NWT. The results, based on an electronic survey of NWT businesses and on analyses of a range of data, will help guide the business approach of entrepreneurs and future investors in the NWT. This initiative was supported by the NWT Chamber of Commerce and the Department of Industry, Tourism and Investment.

CDÉTNO also initiated discussions with the Association des francophones du *Delta du Mackenzie* and the *Association franco-culturelle de Hay River* with a view to establishing community economic development plans.

In addition, Industry Canada agreed to finance the translation and adaptation of a business start-up guide. CDÉTNO also offered a series of training workshops.

Thanks to the contribution of Indian and Northern Affairs Canada (INAC) and Industry Canada, CDÉTNO completely redesigned its corporate Web site; it is now a true economic development and information portal for the NWT.

Lastly, CDÉTNO launched its *Programme d'affichage des services en français*. An information kit for entrepreneurs was created to sell the merits of joining the program and explains the added value of offering French-language services. Thanks to a Canadian Heritage grant, CDÉTNO was able to print a guide for new arrivals to the NWT, which includes a directory of bilingual entrepreneurs.

Key partners

- Floyd Roland, Premier of the Northwest Territories
- NWT Chamber of Commerce
- Government of the Northwest Territories Department of Industry, Tourism and Investment
- Association des francophones du Delta du Mackenzie
- Association franco-culturelle de Hay River
- Industry Canada
- Indian and Northern Affairs Canada
- Canadian Heritage

YOUTH

Thanks to an Industry Canada grant, CDÉTNO was able to finance and supervise the participation of a young Franco-NWTer at the *Camp jeunes entrepreneurs*, organized by the *Conseil de coopération de la Saskatchewan* (CCS).

Also, in partnership with Réseau TNO Santé, the Comité action jeunesse and the Commission scolaire francophone, CDÉTNO organized several career days. The young participants visited more than ten businesses and learned more about the career opportunities opening up to them.



These young people learned about the various career opportunities in the aviation industry.

NUNAVUT

Key partners

- *Industry Canada*
- *Conseil de coopération de la Saskatchewan*
- *Réseau TNO Santé*
- *Comité action jeunesse*
- *Commission scolaire francophone*

FIVE-YEAR PLAN

Work on the five-year community economic development plan for Nunavut's Francophones began in 2006-2007, and the plan was finalized in March 2008. This plan is the result of extensive consultations and discussions on complex issues and of training aimed at reinforcing competencies in situational analysis. This is the result of an RDÉE Nunavut initiative!

Key partners

- *Association des francophones du Nunavut*
- *Santé en français au Nunavut*
- *Commission scolaire francophone du Nunavut*
- *École des Trois-Soleils*
- *Garderie Les Petits Nanooks*
- *CFReT-FM Radio-Iqaluit*

INTERNET SEARCH TOOL

Recently redesigned, the *Défi Nunavut* Web site is a veritable gem when it comes to matching clients' needs—both employers and job-seekers. From this perspective, the site serves the following four objectives: maintain a healthy Francophone presence in Nunavut and increase the availability of French-language resources in the territory; promote French in the workplace as an added value; foster business and employment development, and put Nunavut employers in touch with job seekers.

In 2007-2008, the site was re-designed and reconfigured to make it more user-friendly for the RDÉE Nunavut, job seekers and employers.

Key partners

- *Association des francophones du Nunavut*
- *Communautique*

STIMULATING ACTIVITIES FOR YOUNG PEOPLE

At the start of winter, students from the *École des Trois-Soleils* used the occasion of a camping trip to learn about careers in the flourishing tourism industry, about communication in remote locations, and about orienteering techniques and tools.

Other young high school students benefited from a week of video production training, which resulted in a work entered in the Franco-Manitoba Amateur Video Competition.

Key partners

- *Association des francophones du Nunavut*
- *École des Trois-Soleils*
- *Commission scolaire francophone du Nunavut*
- *Radio-Canada Winnipeg*
- *Industry Canada*



A student from Iqaluit's *École des Trois-Soleils* learns how to use a satellite telephone in Nunavut.



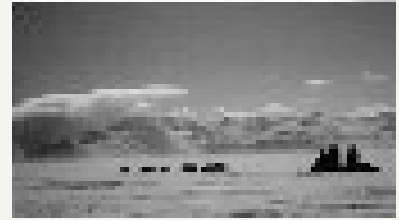
Students from Iqaluit's *École des Trois-Soleils* are initiated in tourism skills in the Nunavut Tundra.

CULTURAL AND EDUCATIONAL TOURISM

The principal product of Nunavut's Francophone community is soft adventure tourism, through the community tourist agency *Odyssée Nunavut*; it brings in French-language tourists to share in the daily lives of Inuit families and experience the boundless wealth of the Tundra. In 2007-2008, RDÉE Nunavut continues to support the development of this concept, training families and promoting the product in target markets. This promotion is, in part, organized in collaboration with RDÉE Yukon and the *Conseil de développement économique des Territoires du Nord-Ouest*.

Key partners

- *Association des francophones du Nunavut*
- *Odyssée Nunavut*
- *Indian and Northern Affairs Canada*
- *Government of Nunavut, Economic Development and Transportation*
- *Parks Canada*
- *Canadian Tourism Commission*
- *Hamlet of Kimmirut*
- *Conseil de développement économique des Territoires du Nord-Ouest*
- *RDÉE Yukon*



Dog-sled ride near Qikiqtarjuaq.



Village of Qikiqtarjuaq.

**HIGHLY
RESPECTED
EXPERTS**

**INNOVATIVE
PROJECTS**

**ECONOMIC
CONTROL**

JOBS CREATED

**MAJOR
ECONOMIC
BENEFITS**