

**RDÉE**  
Canada

**10<sup>e</sup>**  
1997-2007

*Le réseau national de  
développement économique francophone*

## A DECADE ***OF BUILDING THE FUTURE!***



The Economic Development and Employability Network – RDÉE Canada – can count on a unique economic asset: the human capital of the Francophonie.

- ▶ One million Francophones and Acadians
- ▶ One RDÉE in 12 provinces and territories
- ▶ 100 economic development officers

# Economic Development: Cornerstone of the vitality of Francophone and Acadian communities

RDÉE Canada maximizes the potential of Francophone and Acadian communities in Canada thanks to twelve provincial and territorial organizations.

Over the past ten years, the national Francophone economic development network has created special partnerships with various federal, provincial and territorial departments as well as community organizations and the private sector.

Financial support for the network is provided by Human Resources and Social Development Canada (HRSDC), but also by Western Economic Diversification Canada (WD) and the Atlantic Canada Opportunities Agency (ACOA).

A number of other public and private funding partners also help support the network and its members in carrying out projects that are critical to the vitality and to the durability of Francophone minority communities.

## NETWORK SERVICES

The national network provides a range of services to communities and business people in the aim of creating businesses, economic development projects and sustainable jobs.

In the framework of its Community Economic Development (CED) strategy, RDÉE Canada focuses on planning and interventions in two areas:

- development of economic capacities
- development of human capacities

This strategy aims to support existing and start-up companies as well as industries and economic sectors. Its goal is also to promote employability and strengthen community capacities. This strategy takes the form of various services for businesses and communities such as consulting, funding searches, economic planning, skills development, to name only a few. These services can vary from one region to another.

## CED STRATEGY OF RDÉE CANADA

Theme 1		Theme 2	
Planning and intervention in economic capacity building		Planning and intervention in human capacity building	
Axis 1	Axis 2	Axis 3	Axis 4
Services and support to existing and start-up companies	Services and support to industries and economic sectors	Services and support for employability	Services and support for strengthening community capacities

► Discover, in the pages that follow, some accomplishments that result from the expertise and services provided by the national Francophone economic development network.

### CONTACT US

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## Knowledge Center in Paquetville: Impact of the technological turn on the rural economy

### NEW BRUNSWICK

The creation of the Knowledge Centre in the Village of Paquetville, a community of 750 residents, is a primary example of rural development with a focus on communications and information technologies and the knowledge economy. The economic vitality generated by this project led to the creation of six local businesses and around sixty jobs, most of them benefiting the region's youth.

As demonstrated by the positive impacts of the project, a provincial RDEE plays an important role in stimulating the economy by always being on the lookout for opportunities for development and by fostering winning partnerships. The RDÉE Nouveau-Brunswick invested \$500,000 in this major project, because it believed in the potential it represented for the community.

Under the guidance of the Centre, the *Collectivité ingénieuse de la Péninsule acadienne* (CIPA) developed a project that aimed to offer a consulting service for businesses in the area of e-commerce, while at the same time helping them to navigate the technological turn.

As a result of its efforts, CIPA had a noticeable leveraging effect: investments totaling \$44 million to enable, among other projects, broadband access in New Brunswick.

### RESULTS

(Since 2002)

- Basic investment of **\$9.5 million**
- Alliance of **15 government and community partners**
- **6 local businesses** created
- **61 full-time jobs** created
- Employment and development of **local expertise**



## Association du Centre marin Isle à Souris: Economic diversification

### NOVA SCOTIA

The *Association du Centre marin Isle à Souris* was created by *La Picasse*, a community centre located in Petit-de-Grat, on Isle Madame. Created in 2002, the Centre's association with Samson Enterprises Ltd is a model of community partnerships with the private sector. This company manufactures fiberglass boats measuring 55 feet and more.

The *Centre marin* facilities include spaces for boat storage, a large building for boat construction and repair, and a marine lift crane with a 150 tonne capacity that can hoist boats from the sea and lower them onto shore in less than 45 minutes.

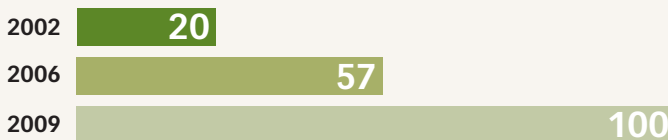
The RDÉE Nouvelle-Écosse acted as a coach during the design and implementation phases of this project. It prepared a business plan and financing applications. It also facilitated access to departments and agencies during the period while financing was being sought for the project, which is evaluated at \$2,088,000.

### RESULTS OF THE CENTRE MARIN ISLE À SOURIS

(Since 2002)

- On-site **addition of two buildings**
- Expansion plans for **doubling the size** of the site
- **12 permanent jobs** created
- **Net surpluses** generated: **\$116,000**
- **Leveraging effect** of the surplus: **\$70,000** to transform a school into a business centre

### BOAT STORAGE CAPACITY



## PERCÉ: Young people come back to the regions

### PRINCE EDWARD ISLAND

Various efforts undertaken by the network to curtail the exodus of young people and encourage their return to the regions have allowed Francophone and Acadian communities to benefit from the expertise required for their economic development. The *PERCÉ* project, co-ordinated by the RDÉE Île-du-Prince-Édouard, as well as the youth sector strategies of the RDÉE Nouveau-Brunswick, succeeded in creating jobs and attracting qualified young people, who are capable of meeting the needs of different sectors of the economy, back to the regions.

#### RESULTS OF THE *PERCÉ* PROJECT

(Since 2004)

- One full-time and **27 seasonal jobs created**
- **27 partnerships** created with employers
- Return on investment: **\$266,000** from public and private sources

## Place aux jeunes: Finding qualified workers

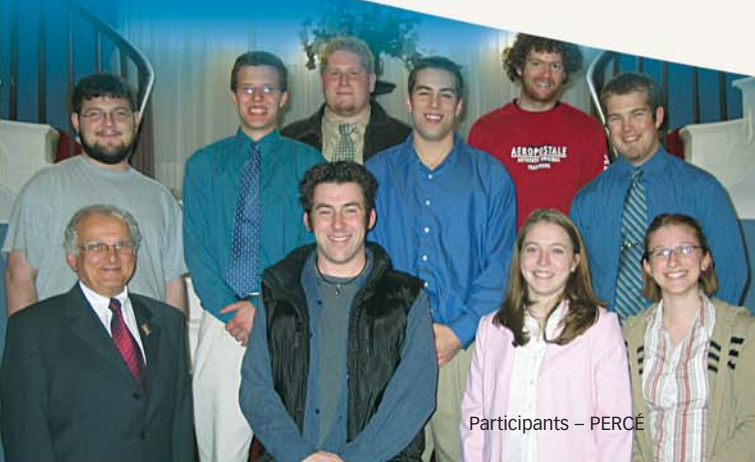
### YUKON

Elsewhere in the network, the pilot project known as *Place aux jeunes* (PAJ), in Yukon and in Manitoba, has produced tangible results, in less than a year, to reverse the exodus of young people from the regions.

Over a period of less than nine months, thirteen young people chose to return and settle in the Yukon. The PAJ initiative supported them in their search for employment and housing. In addition, four students obtained a summer job in 2006 and two of them expressed an interest in returning to the Yukon. Finally, thirteen informal partnerships were created in the process of managing the *Place aux jeunes* Yukon project.

*“ Having a work-term student on our team allowed us to do quality work while at the same time promote skills sharing. The RDÉE has definitely created a special bond with this student who now is considering returning to the Yukon and pursuing her career with our organization. ”*

**Pattie Basillie**, Director of the Tourism Industry Association of Yukon



Participants – PERCÉ



Newcomer – PAJ

## Alternating work-study program: A profitable partnership

### ALBERTA

An agreement between the Conseil de développement économique de l'Alberta (CDÉA), the Cégep de Matane, the Secrétariat aux affaires inter-gouvernementales canadiennes (SAIC) and a few tourism companies in Canmore and Jasper led to the development of a paid alternating practical work-study program for students enrolled in the Tourism Studies program. The Collège de Montmorency and Université Laval were also involved in these internships.

Last year, 16 students from Québec were able to take advantage of a six-month work-study program in the framework of this initiative, which seeks to address the shortage of qualified workers in Alberta.

*“This experience is a win-win situation for both businesses and students. Young people acquire work skills and businesses benefit from having a motivated workforce. With a first work term to their credit, the students who return are even better able to meet our needs. We can really talk about lasting benefits over the years. The initiative deserves to continue.”*

**Alain Latulipe**, Director General, Windtower Lodge and Suites, Canmore



## Maison familiale rurale: Positive interest from the private sector

### ONTARIO

In Eastern Ontario, a *Maison familiale rurale* project is taking shape for 2007. This initiative offers high school students in rural areas alternating practical work-study sessions.

Based on the notion of intergenerational transfer, the *Maison familiale rurale* increases the job creation potential of the economic sector selected in the community. Approximately thirty businesses have already expressed an interest in the project supported by RDÉE Ontario.

## Vision Plans: A Canada-wide model of community economic development

### MANITOBA

In 1998, in the aftermath of the flood of the century, the Conseil de développement économique des municipalités bilingues du Manitoba (CDEM) developed the first Vision plan, a planning model for community economic development. Since that time, more than sixty communities across the country have adopted a similar planning process, enabling them to connect with:

- More than 7,000 people during local public planning meetings.
- More than 300 organizations, associations and partners: business groups, farmers' associations, research and teaching institutes, co-operatives, municipalities, federal and provincial government departments, and community futures development corporations.

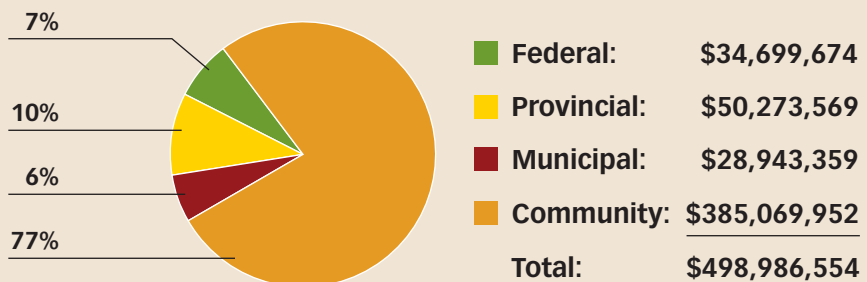
#### ▶ RESULTS FROM VISION PLANS IN MANITOBA

(From 1999 to 2004)

- **Every dollar invested** generated **dividends of \$6.50**; a leveraging effect of 650%<sup>1</sup>
- Investment from the three levels of government: **\$108 million**
- Implementation of **133 community economic development projects**
- **225 businesses** created
- Job creation: **3,746 temporary jobs**; **1,159 permanent jobs**
- **Strengthening of local capacities**
- **Model** for Francophone and Anglophone communities in the country

<sup>1</sup> Cécile Gousseau Consulting et al, *Les impacts économiques de l'investissement des différents paliers de gouvernement sur les communautés bilingues*, May 2005. This study was co-ordinated by the Conseil de développement économique des municipalités bilingues du Manitoba (CDEM), in partnership with RDÉE Canada.

#### INVESTMENTS IN PROJECTS ARISING FROM THE VISION PLANS OF THE SIXTEEN BILINGUAL MUNICIPALITIES IN MANITOBA



## Vision Port-au-Port: Capacity building and diversification in the rural areas

### NEWFOUNDLAND AND LABRADOR

The Vision plan for the Port-au-Port Peninsula, co-ordinated by the RDÉE Terre-Neuve-et-Labrador, is a good example of adapting a Canada-wide model to meet the needs and reality of the rural sector. The Plan gave rise to thirteen regional projects which led to many capacity-building activities, focusing for example on leaders, youth, economic development officers and rural communities.

The hiking and ski trail of the Grand'Terre, for example, was a key factor in the development of tourism in this municipality. Guided tours will allow visitors to discover the natural environment, wildlife and geology of the region. Over time, this project will become a turning point for a number of sectors of the tourism industry: wholesalers, restaurants, inn keepers and hotel owners, to name only a few.



The aquaculture project, walking and snowmobiling trails, the port development project in Cap Saint-Georges and Rouzes Brook Harbour are among the other regional projects that are part of the grand Vision for Port-au-Port.

## STICO: Profitable ties between clients and suppliers

### ONTARIO

Supported by RDÉE Ontario, the Centre for Industrial and Commercial Subcontracting of Ontario (STICO) reinforces the ties between national and provincial companies and service suppliers in Ontario by promoting the potential of shared business opportunities. This exchange is made possible thanks to STICO'S database of thousands of Ontario companies. The database can be consulted on-line at [www.stico.ca](http://www.stico.ca)

This initiative gives Ontario companies, which are facing increased competition from foreign enterprises, the opportunity to promote their expertise to Ontario businesses and institutions that have sub-contracting requirements. STICO had generated several million dollars in contracts for suppliers in Ontario, particularly in the northern part of the province.

#### RESULTS OF STICO

(Since 2004)

- Database: more than **3,000 businesses**
- Contracts: **\$4,000,000**

STICO has definitely proven that it can offer a worthwhile service, enabling this capital to become a tangible asset for the Ontario economy. This does not include all the other contacts facilitated by the STICO network which in turn have led to other contracts.

## CTFO: The value added of Francophone tourism in the West

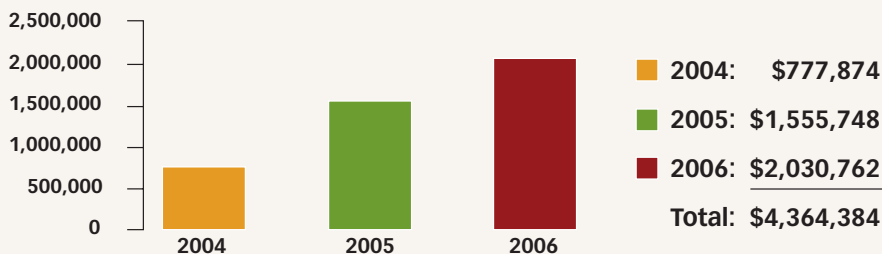
### BRITISH COLUMBIA, ALBERTA, SASKATCHEWAN, MANITOBA

Thanks to a partnership between the four Western economic development organizations, the Corridor touristique francophone de l'Ouest (CTFO), is contributing to the economic development of the tourism industry and enabling tourists from Québec and Francophones from other parts of the country to discover a vast part of this country.

According to CTFO survey, 49% of people who request information via the Web site and who state their intention to visit the Western provinces actually do carry out their travel plans. Between 2004 and 2006, these visitors spent over 4 million dollars in the four Western provinces. In 2006, over \$2 million was invested in the Western economy thanks to the CTFO initiative.

#### RESULTS FROM CTFO

##### TOURISM SPENDING



## Northern Canada: A unique attraction for Europeans and Japanese

### YUKON, NUNAVUT, NORTHWEST TERRITORIES

Over the past few years, the RDÉEs in Northern Canada have worked hard to promote the unique character of this vast region. Indeed, Europeans, Japanese and Canadians – young and retired alike – have responded to the call from the North. Japanese visitors have been known to travel twenty-four hours by airplane just to see the aurora borealis, spend three days in Yellowknife and then return home.

In addition, the RDÉE Nunavut organized an exhibition entitled *Ilititaa* that tells the story of the great Northern explorer, Joseph-Elzéar Bernier. Over the last two years, the exhibition has also traveled to Québec, France and Italy. The exhibition has made a major contribution to attracting visitors to Northern Canada. Likewise, the exhibition the *Inuit and the Ice Peoples*, first presented at the 2006 Winter Olympic Games in Turin, provided a window on the people who inhabit the Arctic region, a relatively unknown national heritage.



## Youth entrepreneurship: At the heart of Canada's economic growth

### SASKATCHEWAN

Since 2003, the Conseil de la Coopération de la Saskatchewan (CCS) has been organizing the Young Entrepreneurs Camp which brings together 14 to 18 year olds from Saskatchewan and other Canadian provinces and territories.

In 2006, these teenagers had to pass a written test at the beginning and at the end of the camp to verify their basic knowledge about entrepreneurship. Within a week, their results went from 74% to 92%.



In Prince Edward Island, more than 250 young people received training and participated in the creation of micro businesses over the course of the last decade. More than 600 young people also benefited from the Young Entrepreneurs Program by participating in sessions on entrepreneurship.

These initiatives are some examples that demonstrate how the network is actively involved in developing the entrepreneurial culture of young people, in Saskatchewan, as well as in other regions in Canada.

## Lauriers de la PME: Promoting entrepreneurial excellence

First launched in 2001, the *Lauriers de la PME* Award competition aims to promote and celebrate excellence among Francophone and Acadian businesses. In 2007, RDÉE Canada is presenting the fourth edition of this event, in collaboration with the network's provincial and territorial organizations.

*“The prize renewed my confidence and it was a nice reward for many long hours of work. When I brought the award back from Ottawa, I was full of energy and determination to continue. It helped keep me on track.”*

**Pierre LePage**, co-owner  
L'Héritage - Restaurant Français / Le Frolic Bistro Bar  
Yellowknife, Northwest Territories  
2005 Award Winner

*“This prize brought us media attention and I have to admit that this good publicity has had a positive impact on our sales.”*

**Andrée Bosc**, co-owner  
Château des Charmes  
Niagara-on-the-Lake, Ontario  
2003 Award Winner



Julia Tate and Pierre LePage, co-owners



Paul Bosc, co-owner

## 2010 Olympic and Paralympic: Strategic alliances

### BRITISH COLUMBIA

The strength of RDÉE Canada is its capacity to anticipate, to seize the opportunities, and to create partnerships that generate dividends both for Francophone and Acadian communities, as well as for the economy of the country as a whole.

The Société de développement économique de la Colombie-Britannique (SDECB) is convinced of the strategic power of the national network. It has built on this dynamism by rallying economic partners from Western Canada around the 2010 Winter Olympic and Paralympic Games.

The involvement of the Vancouver 2010 Organizing Committee (VANOC) and the Canadian Tourism Commission (CTC) has helped to mobilize the Francophone business community around the achievement of common goals. For example, the SDECB organized more than a dozen information sessions in Western Canada in order to help business people take advantage of the economic opportunities of the Olympic Games. The initiative was so successful that the SDECB shared its expertise with the province of Québec, thanks to a partnership with various federal and provincial government departments.



Activities like these illustrate the advantages of the partnerships and strategic positioning put in place to promote the development of Francophone and Acadian communities in the country.

## RDÉE Canada and the Réseau des SADC du Québec: Creating the Canada-wide Francophone economic space

In November 2006, RDÉE Canada and the Réseau des SADC du Québec announced the creation of the Canada-wide Francophone economic space. This partnership allowed the two organizations to combine forces with the aim of better positioning the value added of the Francophonie in Canada.

This economic space will help Francophone entrepreneurs across the country take better advantage of business opportunities, access markets as well as Francophone and bilingual business networks in Canada and abroad.