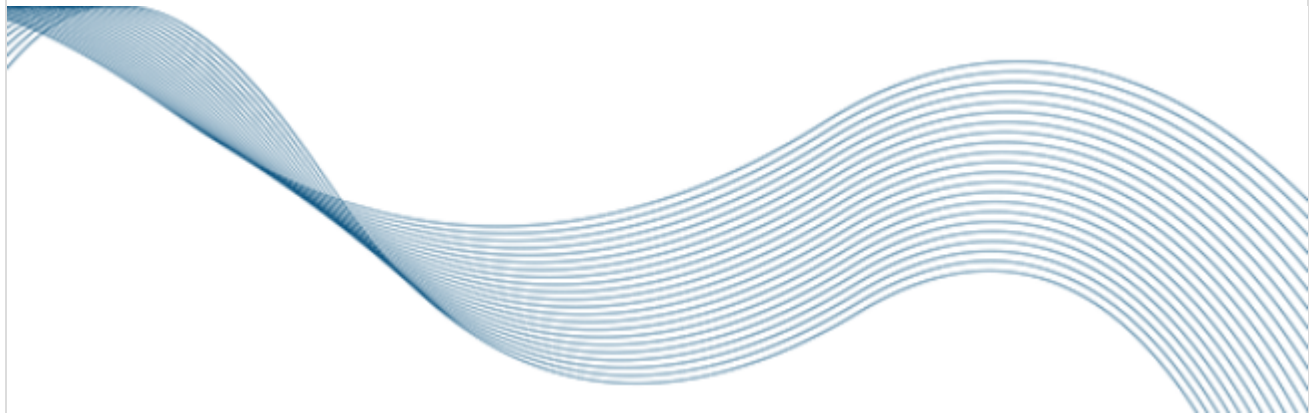


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# CEDEC *e-Magazine*

**Better Economies for Better Lives**

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## IN THIS ISSUE

- Discussions with the federal MP for Pontiac.
- Economic and labour market development are essential to the vitality of the ESCQ.
- Following through on CEDEC's pre-2023 budget advice to the Quebec Government.
- Updates on Collaborative Economic Development Ventures on the Lower North Shore, Stanstead, and with the English-speaking Black Community of Montreal.
- CEDEC's ongoing work to identify future Collaborative Economic Development and Labour Market Development Opportunities.
- Insights from Canada 360° Economic Summit and the Coalition for a Better Future.
- Economic development events, networking and supports.

## CEDEC IS HIRING

CEDEC is seeking to hire a **Senior Director, Analytics and Strategic Integration**. The Sr Director designs, leads, and coordinates a multi-faceted research and knowledge development program to support CEDEC's ongoing efforts to collaboratively generate tangible economic benefits for individuals and communities. In addition, the Sr Director is responsible for generating revenue in support of the organization's research activities. [Click here](#) for a detailed job description and to apply.

## SUPPORTING THE ESCQ

### ECONOMIC COLLABORATION AND CONCERNS FOCUS OF INITIAL MEETING WITH PONTIAC MP



Left to right: February 8, 2023. Sophie Chatel (MP Pontiac), John Buck (CEDEC President & CEO), Rhonda Morrison (CEDEC Senior Director).

John Buck introduced CEDEC to Ms. Sophie Chatel, MP for Pontiac, and took advantage of their time together to discuss the [Green and Prosperous Outaouais](#) initiative, while also voicing the concerns of English-speaking Quebecers about the renewal of the Official Languages Act.

John congratulated Ms. Chatel for her championship of the region's future-oriented, green, and inclusive economic development initiative. He underlined the natural synergies between it and CEDEC's Collaborative Economic Development approach, and offered CEDEC's support to leverage the region's natural, human, and technological assets, advantages, and capacities.

He also brought to Ms. Chatel's attention **the significant concerns of CEDEC** about the Charter of the French Language in the proposed renewal of Canada's Official Languages Act. He pointed out that the ESCQ is economically disadvantaged, and he emphasized the imperative to strengthen the ESCQ's capacity to contribute to and benefit from the development of Quebec's economy. To that end, John reiterated CEDEC's position, made to the Minister of Official Languages in September 2022, that significant investments in Collaborative Economic Development must be included in the Government of Canada's 2023-2028 Official Languages Action Plan.

Ms. Chatel and Mr. Buck agreed to continue their conversations about these and other issues soon.

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## CEDEC PARTICIPATES IN *SHARING STRATEGIES FOR A MORE VITAL COMMUNITY FORUM*



### Community Vitality Roundtables

In its continuing efforts to demonstrate that economic and labour market development are critical contributors to the vitality of the ESCQ, CEDEC participated in the [\*Sharing Strategies for a More Vital Community Forum\*](#) held on

March 10, 2023. John Buck, President and CEO of CEDEC and Co-Chair of the Data Roundtable, emphasized that the well-being of English-speaking Quebecers is directly related to their participation in, and the benefits that they derive from, the growth of Quebec's economy. In addition, John stressed that economic and labour market development are critical levers in addressing the economic disadvantages and disparities experienced by individuals in the community.

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## CEDEC HOPEFUL QUEBEC BUDGET WILL PROVIDE OPPORTUNITY FOR COLLABORATIVE ECONOMIC DEVELOPMENT AND LABOUR MARKET DEVELOPMENT FOR ESCQ



On January 17, 2023, CEDEC encouraged the Government of Quebec to adopt an inclusive development approach to enhance the vitality of ESCQ and equip it to continue to make a significant contribution to the growth and resilience of Quebec society. In this regard, CEDEC favours measures to strengthen

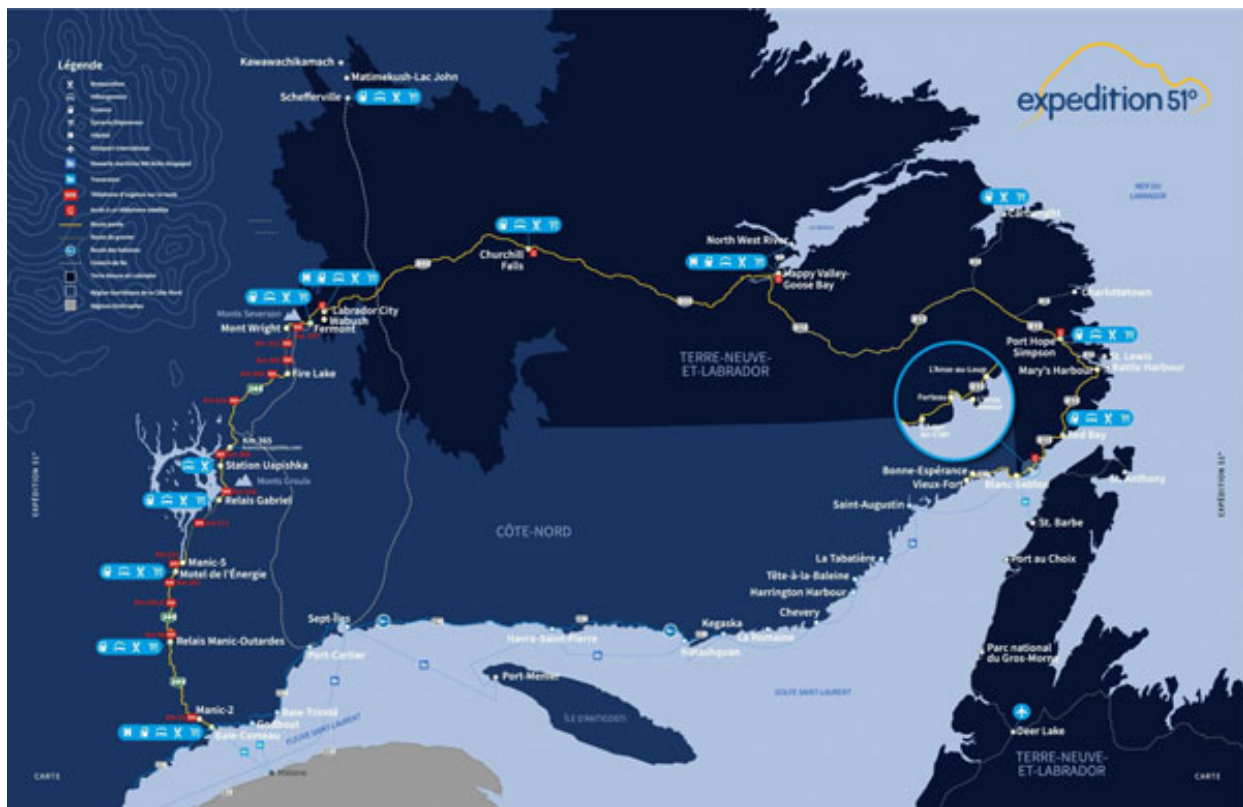
collaboration between Francophones and English speakers in building their shared provincial economy. CEDEC will continue to promote such a Collaborative Economic and Labour Market Development approach to generate tangible economic benefits for all Quebecers.

## ECONOMIC BENEFITS FOR INDIVIDUALS AND COMMUNITIES

### ECONOMIC GROWTH BY LEVERAGING LOCAL ASSETS TO IMPROVE COLLABORATIVE INTERPROVINCIAL TOURISM

In February 2023, two workshops were held, one in Bonne-Espérance and one in Blanc-Sablon, to generate a list of enhanced packages to improve tourism offerings across the Lower North Shore and Labrador. This is part of the [Collaborative Interprovincial Tourism Venture](#) established in 2022 which seeks to increase tourist traffic and tourist spend in the shared interprovincial tourism space of Quebec's Lower North Shore and Labrador.

Stakeholders are creating multi-day packages for spring 2024 to entice tourists to extend their stay across the Lower North Shore and Labrador. New tourist packaging ideas are related to enhancing experiential tourism activities such as whale watching, ice fishing, snowmobiling, hiking, as well as spending time listening to local fisherman tell their tales as they unload their catch of the day and mend their nets. Also on the idea menu: spicing up traditional dining with live on-site music from local fiddlers and accordion players. Stakeholders will continue to pursue creative ideas for combining popular attractions with lesser-known ones in this shared interprovincial tourist space.



## SUPPER & EVENT INITIATIVE EXPLORED TO ATTRACT MORE TOURISTS TO STANSTEAD TO ENHANCE ECONOMIC ACTIVITY

Stanstead stakeholders gathered on February 7 and 21, 2023, at the Musée Colby-Curtis Museum to pursue their exploration of how to increase tourist traffic and tourist spend in their community during the upcoming tourist season. Following an assessment of local assets and talent in the areas of hospitality, culture, and sports, stakeholders focused on developing and promoting Supper & Event packages to entice tourists to Stanstead this spring and summer. The packages will include a combination of supper and entertainment events featuring local culinary delights and community attractions. Definitely something to put on your 2023 vacation calendar!



*Stanstead stakeholders gathered at the Musée Colby-Curtis Museum, on February 21, 2023, for a Collaborative Economic Development Innovation Conversation to explore how to increase tourist traffic and spend in Stanstead this season.*

## EmployESBC SPOTLIGHTS TALENT ACQUISITION AT CIBC



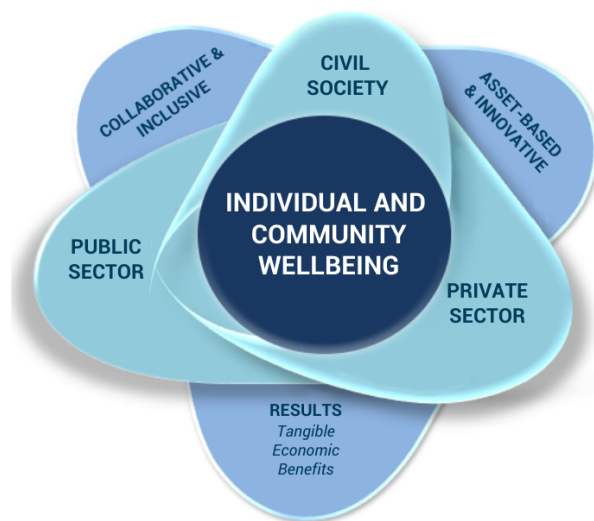
As part of its ongoing efforts to match available Black Talent with available jobs in the Greater Montreal labour market, [EmployESBC](#) hosted its third Employer Spotlight featuring the CIBC Talent Acquisition team. The event offered Spotlight participants an opportunity to participate in flash interviews. The CIBC team also provided tips on how to get noticed during the interview process.

## LAYING THE GROUNDWORK FOR FUTURE COLLABORATIVE ECONOMIC AND LABOUR MARKET DEVELOPMENT

With several Public, Private and Civil Society stakeholders and partners, CEDEC is currently identifying and assessing numerous Collaborative Economic and Labour Market Development Opportunities to enhance the well-being of individuals and communities, including:

- Cruise ship tourism.
- Drones as alternative air cargo transportation.
- E-commerce and e-marketing to get and grow businesses and social enterprises online.
- Reviving traditional industries in remote and rural communities.
- Repurposing and expanding the use of community assets.

### Collaborative Economic Development



## INSIGHTS INTO DEVELOPING

## OUR SHARED ECONOMY

### SHAPING CANADA'S NATIONAL ECONOMIC AGENDA



Canada 360°  
Economic Summit

Sommet économique  
Canada 360°

As a member of the Canadian Chamber of Commerce, CEDEC representatives attended a virtual summit in February 2023, on [Seizing Opportunities in Disruptive Times](#).

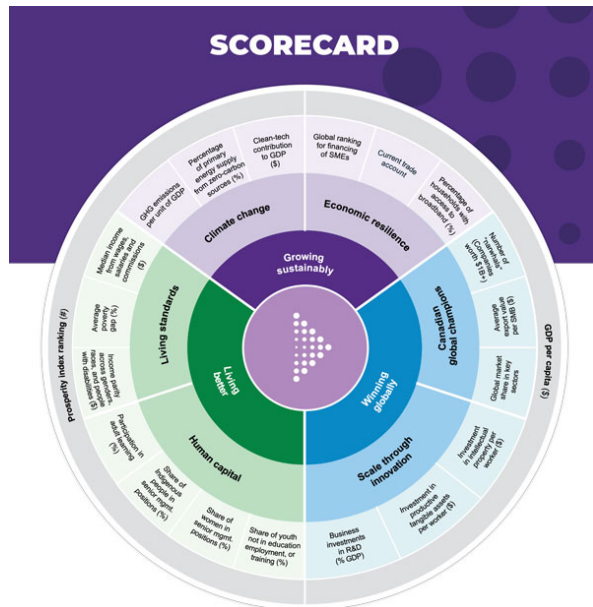
Some key takeaways were:

- Canadians are facing strong headwinds in 2023.
- Net-zero policy is well intentioned but is also creating uncertainty which is causing business momentum towards decarbonization to stall.
- Canada is falling short when it comes to providing successful financial solutions to middle-stage companies focusing on growth and scaling.
- Inflation has peaked but getting back to targeted inflation rates (1% to 3%) will take time.
- Canadians are very unimpressed with federal and provincial relationships.
- Canadians are preparing for a recession which could limit consumer spending.
- Well-maintained, proactive supply chains are key to growing the food, fuel, and fertilizer sectors.
- Business, government, and education sectors must improve their collaboration to generate the skills required for Canada's labour market.
- Every single employer needs to be thinking about immigration and how they can successfully attract new talent coming into Canada.

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### HIGHER LEVEL OF ECONOMIC AMBITION ESSENTIAL TO MORE PROSPEROUS, INCLUSIVE, AND SUSTAINABLE FUTURE FOR CANADA

Lisa Raitt and Anne McLellan, Co-Chairs of the [Coalition for a Better Future](#), pushed for action in the Coalition's latest economic Scorecard report on the big topics about which almost everyone



agrees: **stronger growth, reducing greenhouse gas emissions, and filling leadership positions with people who reflect Canada’s diversity.** While the Scorecard reveals that Canada can build on many of its economic strengths, it emphasizes that the country is going to find it very challenging to break out of its slow growth cycle. Complicating this

matter is suboptimal business investment in R&D. In its timely release, just before the federal budget, the report concludes by calling for a long-term plan for economic growth that is both inclusive and sustainable.

## ECONOMIC DEVELOPMENT EVENTS, NETWORKING, AND SUPPORTS

### CELEBRATING WOMEN’S CAPABILITIES, SUCCESSES, AND INCLUSION



CEDEC wants to take this opportunity to recognize women for their powerful contributions to bettering the lives of individuals and communities. Celebrated in several countries since 1911, the United Nations officially recognized International Women’s Day in 1975. It’s a day to "recognize and celebrate women’s and girls’ social, economic, cultural, and political achievements.” To learn more about #IWD2023, visit the following: [Every Woman Counts](#) (Government of Canada); [Embrace Equity](#)



(International Women's Day); [DigitALL: Innovation and Technology for Gender Equality](#) (UN Women).

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## BOOST YOUR DIGITAL GAME WITH IGNITE DIGITAL AND CANADA'S DIGITAL ADOPTION PROGRAM



In our tech-driven economy, embracing digital tech solutions is critical to sustaining and growing businesses. The [Ignite Digital](#) initiative responds to the needs of underserved entrepreneurs in Canada. It provides access to free training, grants, resources, support, and opportunities. Throughout March and April 2023, Ignite Digital is teaming up with the [Canada Digital Adoption Program](#) to offer

a series of free events focused on accessing grants, advisory support, financial and talent support services, and more.

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## FIRST YEAR APPRENTICE SUPPORT FOR EMPLOYERS AND EMPLOYEES



Job seekers and employers alike can benefit from the Apprentice Service Program. Small and medium-sized businesses across Canada can [apply](#) to receive up to \$20,000 per year to hire apprentices in 39 Red Seal trades.

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## FOLLOW YOUR PASSION TO THE WORLD OF SKILLED TRADES



In Canada, the [skilled trades](#) expected to be top in-demand (2022 to 2026) are cooks, industrial electricians, industrial mechanics, painters, decorators, and welders, and vary by province. Following your passion into the world of trades offers a variety of exciting career choices and a possibility to earn while you learn. There are more than **300 designated trades** to choose from in Canada. Take the [Career Quiz](#) or visit the [Job Bank](#) to learn more about in-demand skilled trades across Canada and financial support.

## TOTAL MOM PITCH FOR ASPIRING ENTREPRENEURS

Are you a Canadian mom looking to get your business off the ground? Canadian mom entrepreneurs can now apply for a \$10,000 cash prize and \$40,000 of value in business products, services, and consulting support, through the [Total Mom Pitch. Applications](#) will be accepted until **March 20, 2023**.



## MICROCREDIT INNOVATIVE PARTNERSHIPS



ÉVÈNEMENT EN PRÉSENTIEL OU VIRTUEL

09 MARS 2023 - À PARTIR DE 17H

## 15<sup>e</sup> JOURNÉE NATIONALE DU MICROCRÉDIT ENTREPRENEURIAL

DÉPLOIEMENT NATIONAL DU MICROCRÉDIT ET SON ANCRAGE LOCAL

PARTENAIRE OFFICIEL DE LA JOURNÉE



EN COLLABORATION AVEC



CEDEC congratulates all of Quebec's microcredit organizations for the outstanding work they continue to carry out to enhance economic and business development across the province. The objective of microcredit is to offer development and risk capital to underprivileged populations living in devitalized areas. Initiated in the 1980s, microcredit has become so important that the United Nations declared 2005 as the *Year of Microcredit*. Microcredit is extremely innovative and often works through **Public, Private, and Civil Society Partnerships**.

## SUBMIT A NOMINATION FOR CANADA'S VOLUNTEER AWARDS

### MAKE A DIFFERENCE

CANADA'S VOLUNTEER AWARDS

### FAITES LA DIFFÉRENCE

PRIX POUR LE BÉNÉVOLAT DU CANADA



Canada's Volunteer Awards recognizes volunteers in the not-for-profit sector, the social enterprise sector, and the business sector for their outstanding contributions to their communities, their provinces and territories, and their country. The Awards highlight the many ways that volunteering strengthens our country. The [call for nominations](#) is **open until April 26, 2023**.

# CEDEC

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