

What is sustainable development?

by Jitka Licenik, Editor

Sustainable development is the simple idea that we do not inherit our environment from our ancestors; rather, we borrow it from future generations. It is based on the efficient and environmentally responsible use of natural, human and economic resources. This includes sustaining our natural resources, protecting the health of Canadians and ecosystems, and improving our quality of life and well-being.

Corporations and governments across the country are increasingly embracing sustainable development. In 1992, Canada became the first country to sign and ratify the Convention on Biological Diversity, which stemmed from the UN Conference on Environment and Development. Since then, the Government of Canada has continued to demonstrate its commitment to sustainable development, most notably

through sustainable development strategies and the work of the Commissioner of the Environment and Sustainable Development.

Federal departments and agencies are required to prepare sustainable development strategies and table them in the House of Commons every three years. The Commissioner monitors the extent to which departments have implemented the action plans and met the objectives outlined in their strategies.

From the Centre for Interactive Research on Sustainability (CIRS) at the University of British Columbia to the International Institute for Sustainable Development (IISD) in Winnipeg, the West is emerging as a leader in sustainable development and green technologies.

Past achievements such as the 2003 Western Canadian Environmental Technology Forum held in Vancouver are driving Western Economic Diversification Canada (WD) to seize future opportunities to show leadership in sustainable

> development. One such opportunity will be the World Urban Forum (WUF3), a UN-Habitat conference being hosted by the Government of Canada in Vancouver, June 19-23, 2006.

> This biennial gathering brings together a wide range of partners, including nongovernmental organisations, the private sector, community representatives, urban professionals, academics and governments from around the world.

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Editor-in-Chief Tom Robbins: (613) 952-7304

WD Offices

British Columbia

Suite 700, 333 Seymour Street Vancouver, BC V6B 5G9 (604) 666-6256

Alberta

Suite 1500, Canada Place 9700 Jasper Avenue Edmonton, AB T5J 4H7 (780) 495-4164

Suite 400, Standard Life Building 639 – 5th Avenue SW Calgary, AB T2P oM9 (403) 292-5458

Saskatchewan

P.O. Box 2025, Suite 601 119 - 4th Avenue South Saskatoon, SK S7K 3S7 (306) 975-4373

1925 Rose Street Regina, SK S4P 3P1 (306) 780-8080

Manitoba

P.O. Box 777, Suite 712 The Cargill Building 240 Graham Avenue Winnipeg, MB R₃C 2L₄ (204) 983-0697

Ontario

Suite 500, Gillin Building 141 Laurier Avenue West Ottawa, ON K1P 5J3 (613) 952-2768

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Sustainable development

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It provides a common platform to discuss urban issues in formal and informal ways, and identifies and shares action-oriented ways to achieve sustainable cities.

In preparation for WUF3, the Government of Canada, in co-operation with UN-HABITAT and IBM, hosted the Habitat JAM, a global 72-hour Internet discussion. During the JAM, tens of thousands of people went online to discuss issues of urban sustainability. People from 191 countries registered for the JAM and shared their ideas for action to improve the lives of people living in slums, to improve the environment in cities, and to address issues of finance and security, governance and the future of our cities. The results of the discussion from the JAM will be part of a last-

ing legacy as the content is analyzed and included in the World Urban Forum agenda.

Western Economic Diversification Canada is working with WUF3 Canada to ensure the World Urban Forum is a dynamic and productive dialogue, and that Canada's ideas and achievements in sustainable development leave a lasting legacy.

This issue of Access West celebrates sustainable development and highlights WD projects that make the West a healthier place for us all.

For more information on WD's sustainability initiatives, visit www.wd.gc.ca. For more information on WUF, visit www.wuf3-fum3.ca. ■



by Lee Gregg, WD Communications, Winnipeg

The winds of change

Seven years after the Economic Development Council for Manitoba Bilingual Municipalities (CDEM) helped St. Léon establish a Community Development Corporation (CDC), the town finds itself at the centre of one of the most important wind energy parks in Canada.

Located 150 kilometers southwest of the City of Winnipeg, St. Léon was chosen for this \$90 million project over several other locations. Paul Grenier, President

of the St. Léon CDC, credits CDEM for the success of this project.

"St. Léon approached CDEM for assistance with economic development," said Grenier. "They helped us to set up a round table, similar to a Chamber of Commerce, that became known as the Community Development Corporation. CDEM also helped the CDC negotiating committee by bringing in experts to develop a proposal for the farmers on whose lands the windmills are located. If

> it had not been for CDEM, this project would probably never have happened."

Construction of the St. Léon wind farm created a significant economic impact in the region. Three hundred jobs were created during the construction phase, with ten permanent positions created to run the wind farm. Local companies

The St. Léon turbines stand 80 metres tall and weigh approximately 220 tonnes. Manufactured by Vestas-Canadian Wind Technology Inc., the arctic model was chosen to accommodate Manitoba's winter climate.

PHOTO COURTESY HUBERT PANTEL

saw an increase in sales for construction materials and accommodations. Meal service increased five-fold, which led to the hiring of additional employees.

All of the power generated is sold to Manitoba Hydro under a 25-year power purchase agreement. St. Léon farmers will earn about \$275,000 a year from the 63 wind turbines scattered over their 51 farms. The municipality and school division will also earn approximately \$750,000.

The concept for a wind farm came from Sequoia Energy Inc., a project development company from British Columbia. Partnering with Global Renewable Energy Partners Canada, the two formed Bison Winds to develop the project. Air Source Power Fund (AirSource), a finance company established to invest in wind energy, was brought in to help with financing. AirSource established St. Léon Wind Energy to finance and run the wind farm.

Bison Winds—impressed with the outstanding support from the town of St. Léon, the CDC and CDEM—is now looking at establishing a wind farm in Pembina Hills, south of St. Léon. This is welcome news for southern Manitoba's rural communities, which are still suffering from the most widespread summer flooding in the province's history and the resulting economic fall-out.

CDEM, a member of Western Economic Diversification Canada's (WD) Business Service Network, has been the driving force behind economic development in Manitoba's bilingual communities since 1996. For more information, please visit www.cdem.com/english/ or www.wd.gc.ca.



by Jason Brisbois, Chief Economist, WD Headquarters, Edmonton

OECD Regions at a Glance: a publication of regional economic indicators

In Canada, regional development agencies, such as Western Economic Diversification Canada (WD) in the West, are responsible for federal regional economic development policies and programs. This approach allows regional agencies to implement policies and programs tailored to the economic challenges and opportunities present in each region. Regional economic development also makes an important contribution to economic growth and prosperity at the national level. In other words, stronger regions lead to a stronger country.

In recent years, the relationship between regional economic growth and national economic prosperity has become the focus of intensive study in many of the 30 member countries of the Organization of Economic Cooperation and Development (OECD). Now, the relationship between regions and international economic competition is gaining in importance. Activities of international bodies such as the European Union, the World Trade Organization and the North American Free Trade Agreement are following globalization trends and increasing the amount of cross-border, international economic competition taking place at the regional level as opposed to the national level.

For example, much of the trade activity and economic competition in Western Canada takes place on a north-south axis with the United States along specific trade corridors such as the Pacific Northwest Corridor, the Alberta-Montana corridor, and the Great Plains corridor that exist between Saskatchewan, Manitoba and their bordering US states.

The increased focus on regional economic trends has generated new demand for statistical indicators at the regional level. Policy makers need sound statistical information about sources of regional competitiveness, but data at the regional level are limited and regional indicators are difficult to compare because OECD countries define regions in different ways. The OECD Regions at a Glance publication fills this gap by presenting and comparing regional trends across OECD countries.

The publication presents and analyses a variety of indicators including population, gross domestic product (GDP), unemployment, labour force composition, labour productivity, home ownership, and educational levels among others. Using color-coded maps, charts, and graphs, each regional indicator is compared across OECD countries with written commentary on the findings.

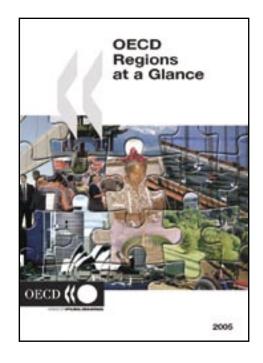
One indicator explored in the publication is the growth in employment. The publication shows that in most OECD countries, national growth is strongly concentrated in only a few regions. In the average OECD nation between 1996 and 2001, only *half* of the job growth was concentrated in 10 per cent of the regions. However, in Canada,

three-quarters of the job growth was concentrated in 10 per cent of the country's 288 census divisions.

Regional development policy makers can use such observations to identify regions with slower job growth and develop policies to improve performance by comparing differing trends and practices across OECD countries.

Copies of OECD Regions at a Glance can be ordered online through the OECD bookstore at http://new.sourceoecd.org.

For more information, contact Ray Bollman, research economist at Statistics Canada, at (613) 951-3747 or Ray.Bollman@statcan.ca. ■



by Michelle Yao, WD Communications, Ottawa

Strengthening fuel cell research in Canada

Over the past four years, Western Economic Diversification Canada (WD) has played a key role in establishing a western Canadian fuel cell "cluster,"—a group of organizations that focuses on fuel cell and hydrogen research. This cluster is putting Western Canada in a unique position in the emerging hydrogen and fuel cell sector.

A fuel cell combines hydrogen and oxygen to produce reusable energy. The energy can be used in almost all applications that require electrical power such as cell phones, laptops, watches and automobiles.

WD's investment in fuel cells supports the department's commitment to building sustainable communities and stimulating innovation. In February 2005, Ference Weicker & Company Ltd. prepared the Assessment of WD Support to the Western Canadian Fuel Cell Cluster 2001-2004 to evaluate WD's impact on the industry. WD invested approximately \$12.1 million into 22 fuel cell cluster projects to promote the industry to various levels of government and to develop programs and initiatives to increase awareness of the sector.

The review found that WD support strengthened research capabilities, developed new technology, increased linkages and job opportunities, and encouraged regulations and standards development. It also concluded that stakeholders see WD as an effective facilitator that makes strategic investments in research and development and leverages funds from other sources.

Chris Curtis, Vice President of Fuel Cells Canada, agrees, "WD has had a very positive influence on the development of the Canadian fuel cell industry by providing support for broad-based networking and cluster building activities, funding for core infrastructure and encouraging knowledge-based research." Fuel Cells Canada is a non-profit industry association that promotes, supports and represents fuel cell makers

Working in partnerships, WD has formed links with industry, other governments, and research institutions to strengthen infrastructure and support the innovation needs of Canadian fuel cell companies. Two funding projects include the April 2004 Citaro hydrogen fuel cell bus, which was featured at HYFORUM, an international hydrogen forum in Bejing, China, and the November 2004 Hydrogen Technology Environmental Chamber at Canada's National Research Council Institute for Fuel Cell Innovation.

Despite considerable government support and private sector investment, there are still challenges that the fuel cell industry must overcome. Although fuel cells demonstrate incredible promise, they continue to be seen as an alternative energy source for tomorrow. WD will continue to work with the industry to help the fuel cell cluster progress, meet new challenges and realize its potential.



Ballard's Mark 902 fuel cell power module currently powers light and heavy-duty fuel cell vehicles on roads worldwide. by Terry McConnell, Freelance Writer, Edmonton

Health and wellness in the West

The pioneer spirit that spurred European settlement in Western Canada over 100 vears ago remains alive and well—"well" being the key word—in pioneering efforts of a different kind.

Today, the West is blazing trails in the field of wellness and good health. Nowhere is that more evident than with Wellness West, in which the federal government, the governments of Manitoba, Saskatchewan, Alberta and British Columbia, as well as a host of private companies collaborate to promote the functional food and nutraceutical industry.

Simply put, the purpose of Wellness West is "to promote wellness," says Vivian Sullivan, regional director for the National Research Council Industrial Research Assistance Program (NRC-

IRAP) in Manitoba. She is also the point person for the Wellness West initiative. "People are increasingly interested in looking at a natural approach to maintaining good health. Wellness West is at the heart of it."

At the heart of Wellness West is the explosive growth of the functional food and nutraceutical industry in Western Canada.

What are functional foods? "They have properties and advantages for health that go beyond their nutrient content," says Sullivan. "For example, flax contains certain fatty acids that are deemed to help cardiovascular health."

She cites Omega-3 eggs as a functional food that shoppers see in supermarkets.

"They are eggs where the poultry has been fed feed that contains ingredients rich in fatty acids such as flax meal." The eggs contain fat and protein, as well as specific compounds that can help maintain health. And it's all natural.

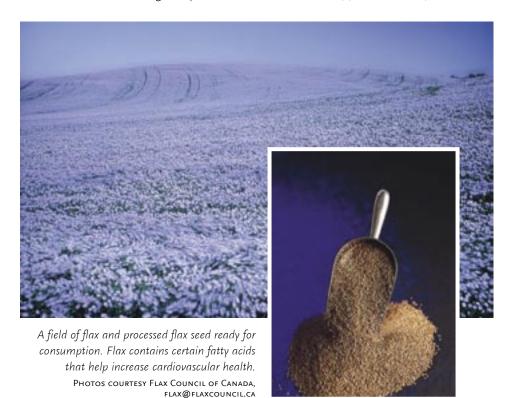
Similar to functional foods, nutraceuticals occur naturally in foods and have medicinal properties. However, they are isolated from foods and sold in dosage form. An Edmonton company, CV Technologies, has found commercial success with Cold FX, a product that's been proven through clinical trials to prevent and lessen the severity of cold symptoms. Sullivan says one of the key ingredients in Cold FX is an extract of ginseng, a natural herbal remedy.

To grow the functional food and nutraceutical industry in Western Canada makes sense, says Sullivan, because it plays to the natural strengths of the region: initiative, co-operation and, of course, a sophisticated food production system.

"This is a strong opportunity in Western Canada because we grow a lot of crops that have much higher value because of these properties," says Sullivan.

Moreover, she considers Wellness West "a wonderful story," one that involves federal and provincial governments doing their part to grow the functional food and nutraceutical industry by "working together to leverage each other's resources and capabilities."

NRC-IRAP supports innovative research, development and commercialization of new products and services. Its role with Wellness West is to help form and



develop a western partnership on functional food and nutraceuticals. At the federal level. that includes Western Economic Diversification Canada (WD) and Agriculture and Agri-Food Canada.

"NRC-IRAP is always very keen to have the right expertise in the right place, at the right time," says Sullivan of the involvement of WD and others.

Brant Popp, director general of corporate policy for WD, agrees this type of partnershipbuilding enhances the Wellness West initiative. "WD and NRC-IRAP

act as investors and catalysts promoting individuals, firms and communities to be more innovative and entrepreneurial," he says.

These efforts appear to be paying dividends. Dr. Jerzy Zawistowski, vicepresident for functional foods and nutraceuticals at Vancouver-based Forbes Medi-Tech Inc., says Wellness West is a great way for private industry to learn the ropes in a field of commerce still very much in its infancy.

"Canadian developers try to position themselves to keep up with worldwide trends [in the functional food industry]," says Zawistowski. Wellness West is an important tool "to promote functional foods and nutraceuticals, to help private



Blueberries are rich in antioxidants, which protect against cell damage.

industry, and to teach them how to communicate with Health Canada about the regulatory process."

NRC-IRAP's industrial technology advisors (ITAs) work through mechanisms such as Wellness West to help their clients.

"We could have sent the ITAs travelling around the province, but that would be a waste of time," says Bill Smith, executive director for NRC-IRAP in Western Canada. "That's why we invest in things like Wellness West; we reach more people." These people, in turn, learn what it takes to be competitive and to overcome challenges to be successful.

ITAs have helped their clients become involved in other organizations as

well. Zawistowski cites as an example the British Columbia Functional Foods Network, a non-profit organization that was brought to his attention by Maureen Hatanaka, his company's ITA. "She started my involvement in functional foods outside my company," he says, calling the experience invaluable.

Jerome Konecsni, vice-president of corporate development for Bioriginal Food & Science Corp. in Saskatoon has also found his involvement with Wellness West to be a rewarding experience. "The meetings I've been at have been very worthwhile," he says. "It's a mechanism for government programs and funding to maintain their relevance to companies and the markets they serve."

by Jillian Glover, WD Communications, Vancouver

Hybrid electric cars driving opportunities in B.C.

Feeling the pinch at the gasoline pump? The rising cost of fuel has more people considering alternative energy vehicles. However, experts estimate that it may be anywhere from 10 to 30 years before hydrogen fuel cell-powered vehicles are commonplace. In the meantime, the popularity of electric and hybrid electric vehicles is rising as fast as gasoline prices.

The interest is evident in auto dealers' showrooms as Toyota's Prius and Honda's Civic Hybrid attract customers. Toyota cannot keep up with the demand for its new Prius, and Ford has made its move by releasing its SUV hybrid (Ford Escape Hybrid).

To address the hybrid electric car boom, the University College of the Fraser Valley (UCFV) in Abbotsford, B.C., conducted a study to assess the hybrid sector in B.C. and determine the feasibility of establishing an Alternative Vehicle Centre. The study was supported by Western Economic Diversification Canada (WD).

By investing in environmental technologies, Canadians are protecting their natural environment, saving energy costs, and developing high technology business opportunities. Many of the latest developments in the alternative energy sector have been supported through WD investments.

Companies from B.C.—particularly Greater Vancouver—are among the global leaders in fuel-cell technology innovation. The UCFV study found that the high number of alternative vehicle research



UCFV, the
University of
Colorado at Denver
and ECO Fuel
Systems of Langley
are testing the use
of natural gas in
hybrid vehicles.

facilities in British Columbia indicates that the province has excellent automotive engine and fuel cell laboratories and institutions. However, electric and hybrid electric vehicle facilities are not as prevalent. According to UCFV, British Columbia can fill this gap by establishing an Alternative Vehicle Centre.

"Electric and hybrid electric vehicles hold exceptional promise with respect to improving fuel efficiency and air quality in the Fraser Valley," said Harvey McCullough, Dean of Trades & Technology at the University College of the Fraser Valley. "With an Alternative Vehicle Centre, B.C. has an opportunity to showcase its advances in hybrid electric technology."

The study also found that an Alternative Vehicle Centre in B.C. would increase applied research and technology transfer capabilities, and help the province meet its responsibility to promote sustainable development and environmental protection.

The centre would foster a wide range of projects. Currently, UCFV, in partnership with the University of Colorado at Denver, and ECO Fuel Systems of Langley, is testing and researching the functionality of natural gas in a hybrid vehicle. Most hybrid electric vehicles use fossil fuels, which negatively impact air quality. The partners have successfully converted a gasoline-powered 2005 Ford Escape hybrid electric vehicle to a natural gas/gasoline dual-fuel system. This modified natural gas hybrid is the first passenger vehicle prototype of its kind.

"With this new discovery, and the potential of establishing an Alternative Vehicle Centre, B.C. can lead the way in sustainable development," said McCullough.

by Marie Cusack, WD Communications, Edmonton

Cardel Place awarded Alberta's first LEED Gold

In June 2004, the United States Green Building Council (USGBC) awarded Calgary's Cardel Place with Alberta's first LEED Gold certification.

Cardel Place, located in north-central Calgary, features a fitness centre, a multicomponent aquatic facility, three gymnasiums, two NHL-size arenas, a branch of the Calgary Public Library, a pro shop, a sports medicine clinic, child minding services, food service facilities, community meeting rooms, and offices. Operated by the Nose Creek Sports and Recreation Association, this community-oriented recreation complex has become a daily destination point for more than 80,000 community residents in an area that formerly had no public recreation facility.

USGBC is the foremost organization of builders promoting environmental stewardship across the world. Certification by USGBC means that a project has gone far beyond basic energy conservation. According to the council, the LEED Gold rating recognizes Cardel Place as "a pioneering example of sustainable design." Some of the innovative environmental features that garnered international acclaim include the following:

- · an on-site storm water retention pond
- an abundance of windows, natural light, and sunshine
- water reduction by one million litres per year through waterless urinals, low flush toilets, and electronic faucets
- energy reduction of 30 per cent through high efficiency boilers, pumps, lighting, and occupancy detectors
- a smoke-free environment

- · a heat recovery system
- 'free cooling' from the outside air, rink refrigeration, and snow melt

Cardel Place was financed through a partnership involving all three levels of government, the community, and private sector organizations. Government funds were contributed through the Infrastructure Canada-Alberta Program, which works to enhance municipal infrastructure across Alberta and to improve Albertans' quality of life through investments that protect the environment and support long-term economic growth. In total, the Government of Canada, through the department of Western Economic Diversification Canada (WD), contributed \$522,500 towards this project.

By providing diverse sport and recreation programs to adults and children of all ages, Cardel Place makes it easier for Calgarians to live healthy lifestyles and improve their quality of life. Winning a LEED gold certification confirms that Cardel Place is true to its vision "to be an inspiring destination enriching individual, family and community lifestyles."

WHAT IS LEED™?

Leadership in Energy and Environmental Design (LEED) certification is an international measurement tool used to gauge the environmental performance of buildings. The tool uses a total of 69 criteria to establish whether a building meets the rigorous environmental standards established by the United States and Canada Green Building Councils in five major categories:

- Sustainable Sites
- Water Efficiency
- Energy and Atmosphere
- Materials and Resources
- Indoor Environmental Quality

An additional category, Innovation & Design Process, addresses sustainable building expertise as well as design measures not covered under these five environmental categories.



by Cameron Zimmer, WD Communications, Saskatoon

Touring Saskatchewan's wild frontier

When over 100 tourism journalists from around the world convened in Saskatoon last spring for the Rendezvous travel conference, the biggest draw wasn't a destination resort or championship golf course, but Saskatchewan's uncluttered horizon.

The Nature Conservancy of Canada (NCC) is using this prairie appeal and \$199,000 provided by Western Economic Diversification Canada (WD) to establish a visitor centre that will bring tourists to the grasslands of Old Man on His Back Conservation Area in Southwest Saskatchewan

The conservation area was established when Peter Butala and his wife, Order of Canada author Sharon Butala, provided NCC with 13,000 acres of their ranchland in 2001.

"Saskatchewan's always thought of as flat fields, but it's good to show people different areas," says Peter Butala. "It's not striking like the Rockies or the Great Lakes, but it has its own beauty. It catches you."

Doubling as a tourist site is nothing new for the Butala homestead. Over the last century it has welcomed former Governor General Adrienne Clarkson. Pulitzer Prize winner Wallace Stegner and the North West Mounted Police, who used it as a hitching post.

Nearly 200 visitors traveled to Old Man this year, but NCC expects 500 to 1,000 tourists when the new visitor centre. ranch, the T.rex Discovery Centre and promotional displays at nearby Cypress Hills and are in place.

"We want to offer people a place where they can go and experience tranquility," says Bob Santo from NCC.

More than tourism potential, it's this search for solitude that motivated the Butalas to establish this haven and see the grassland flourish without impediment.

"When you look out on the horizon and don't see any development or building, you get a feeling of openness—the vastness of it," says Butala. "You can look around the prairie and let your imagination run a little wild."

Part of this vision was realized when 50 wild bison were transported from Elk Island National Park in Alberta and released to roam on the Old Man prairie. Researchers are also studying the more than 150 varieties of wild grass that grow there, many of which are endangered by expanding farmland.

"We've never given this land a chance to see what it has and we don't know the answers to some good questions about the sustainability of local natural systems," says Butala.

Now, he says, is the perfect time to explore these answers.

For more information about the Old Man on His Back Conservation Area. call the Nature Conservancy of Canada's Saskatchewan office at 1 866 622-7275 or visit www.natureconservancy.ca.



by Lee Gregg, WD Communications, Winnipeg

2,653,700 and one tire revolutions or bust

Two thousand five hundred miles and four awards later, the Red River College's Red River Raycer made its mark at the 2005 North American Solar Challenge, a competition to design, build and race solar-powered cars.

Run every two years, the 2005 event drew 27 teams from across North America in what was the first international and world's longest solar car race—2500 miles from Austin, Texas to Calgary, Alberta.

With financial assistance from Western Economic Diversification Canada (WD), the members of the Red River Raycer (r³) Solar Car Team were given a hands-on opportunity to stretch their technical and creative abilities, participate in an international event, and promote the capabilities of solar-powered vehicles.

Fifty-six universities signed up for the 2005 competition. Twenty-seven showed up for the scrutineering and qualifying rounds and 20 made it to the gate. "The competition is designing and building a car that can get to the starting line," said Leon Fainstein, mechanical engineering technology instructor at Red River College. "It's amazingly tough and stressful, but the learning experience for students is unparallel."

In 2003, the average cost to build a solar car was \$300,000. McGill University spent \$600,000 and the University of Waterloo, \$800,000. With only an \$80,000 budget in 2005, the r³ team used innovation and perseverance to build a car that was one of only 20 to cross the finish line



The Red River Raycer Solar Car Team worked out that 2,500 miles is equal to 2,653,700 tire revolutions (plus one to get over the finish line).

"We developed great partnerships to help with in-kind costs," noted Fainstein. "For example, the students designed a body fabrication tool that Boeing manufactured at a cost of \$20,000."

With a stage-stop scheduled in Winnipeg, WD also provided Red River College with financial assistance to host the Solar Car Open House and BBQ, and a VIP reception. "WD has always been an excellent supporter of Red River College," said Fainstein.

The Red River Raycer faced many challenges, including unusually cloudy days that made it difficult to charge the batteries. Despite this and some technical problems, the Raycer finished 16th in points and was awarded the Green Award for most fuel-efficient convoy, the KISS Award (Keep It Simple Stupid), Best Workmanship, and Best Mechanical, which shows, as one student noted, that the college's Mechanical Engineering

Technology Department was not outwitted in this world-class field.

For more information on r³, visit http://xnet.rrc.mb.ca/solarcar.
For information on the North
American Solar Challenge, visit www.americansolarchallenge.org.

With financial assistance from Western Economic Diversification Canada, the members of the Red River Raycer (r³) Solar Car Team were given a hands-on opportunity to stretch their technical and creative abilities, participate in an international event, and promote the capabilities of solar-powered vehicles.

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