Industry Canada   Industrie Canada

Industry Canada Action Plan
2000–2003

For Implementing Section 41 of the
Official Languages Act

Canada

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Official Languages Act

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John Manley
Minister of Industry

Date

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Preamble

Industry Canada's vision for implementing section 41 of the *Official Languages Act* is as follows:

Industry Canada is committed to enhancing the vitality of the English and French linguistic minority communities in Canada, to supporting and assisting their development, and to fostering, through its programs and services, the full recognition and use of both English and French in Canadian society.

Summary of Action Plan 2000–2003

The following action plan is presented in a format that has been developed and agreed upon by all federal departments and agencies required to create action plans for section 41 of the *Official Languages Act* and report on those plans.

Part I describes Industry Canada's national programs, services and activities in support of official language minority communities. Part II presents the efforts of the Department's regional offices.

In Part I and Part II, Industry Canada's programs, services and activities are organized in a matrix, corresponding with the six Industry Canada objectives, and six identified needs and priorities of official language minority communities.

The Department's five strategic objectives focus on **innovation**, **connectedness**, **marketplace**, **investment** and **trade**. A further corporate objective is to increase Industry Canada's understanding of the needs and priorities of official language minority communities, and to increase the communities' understanding of Industry Canada.

The six official language minority community needs and priorities used in the matrices are the following:

a)   Increase Industry Canada's awareness of, and sensitivity to, the needs of official language minority communities, and increase the Department's understanding of its obligations under section 41 of the *Official Languages Act;*
b)   Increase the awareness of, and participation in, Industry Canada activities, and increase the use of departmental programs and services, by official language minority communities;
c)   Support and increase participation in the knowledge-based economy by official language minority communities;
d)   Support and increase development in rural official language minority communities;
e)   Develop tourism in official language minority communities; and
f)   Integrate youth into the economic development of official language minority communities.

Industry Canada has developed its first evaluation framework to measure the implementation of this action plan. An evaluation will be undertaken during 2000–2001 and will assist Industry Canada in clarifying community needs, and delivering programs and services to those communities.

Section I: General Information

1.   Identification of institution

Industry Canada
235 Queen Street
Ottawa ON K1A 0H5

Web site: **http://info.ic.gc.ca**
E-mail: **hotline.service@ic.gc.ca**
Telephone: 1-800-328-6189

2.   Brief description of institution's mandate

Departmental Mandate

Industry Canada's mandate is to help make Canadians more productive and competitive in the knowledge-based economy and thus improve the quality of life in Canada. The Department's policies, programs and services help grow a dynamic economy that:

- provides more and better-paying jobs for Canadians;
- supports stronger business growth through sustained improvements in productivity; and
- gives consumers, businesses and investors confidence that the marketplace is fair, efficient and competitive.

Priorities

Industry Canada has identified five strategic objectives to assist in achieving its mandate:

- improving Canada's innovation performance;
- making Canada the most connected country in the world;
- building a fair, efficient and competitive marketplace;
- improving Canada's position as a preferred location for domestic and foreign investment; and
- working with Canadians to increase Canada's share of global trade.

Within the context of Industry Canada's mandate and its five strategic objectives, the Department delivers national programs and services to a general client population that includes businesses, associations and consumers. The official language minority communities are included in Industry Canada's target client population for most programs and services.

The Speech from the Throne on October 13, 1999, enunciated several of the government's national priorities. Among them, the commitments to "develop our children and youth" and to "build a dynamic economy" are important to Industry Canada, as they are geared to connecting more communities and youth to the Information Highway, increasing trade and investment, supporting innovation, and improving Canada's information infrastructure. This last measure includes giving all Canadians the ability "to access all government information and services on-line at the time and place of their choosing" by 2004.

Info-fairs are delivered by the regional economic development agencies, Western Economic Diversification Canada, Canada Economic Development for Quebec Regions and the Atlantic Canada Opportunities Agency, in their respective regions; by Industry Canada in southern Ontario and the North; and by FedNor in northern Ontario. Guidelines have been developed to ensure that advertising, promotional materials and communications products at these events adhere to the requirements of the *Official Languages Act*. These guidelines reflect the Government of Canada's commitment to disseminating information to Canadians in the language of their choice.

3.   Responsible officers

Jean-Claude Bouchard	Assistant Deputy Minister, Operations Sector	Tel.: (613) 954-3405
Dominique Veilleux	Manager, National Co-ordination	Tel.: (613) 954-4083
Louise Fournier	Project Officer, National Co-ordination	Tel.: (613) 957-8509
Frances McRae	Atlantic	Tel.: (506) 851-6087
Patricia Babineau	Atlantic	Tel.: (506) 851-6519
Mary Bourdon	Quebec	Tel.: (514) 283-3099
Simone Pertuiset	Ontario	Tel.: (416) 952-1603
Linda Ménard	FedNor	Tel.: (705) 671-0720
Bernard Pilon	Prairie and Northern Region	Tel.: (780) 495-4418
Aurora Opazo Saez	Pacific	Tel.: (604) 666-1404

4.   Period covered by the Action Plan

2000–2003

Section II: Identification of Community Needs

5. **Means used to identify needs of official language minority communities at national and regional levels**

a) **Formal meetings organized by Canadian Heritage**

The series of formal meetings between community groups/associations and federal departments, organized by Canadian Heritage since 1995, has been the principal means of identifying community requirements. These consultations have established a process of dialogue in which communities have made their needs known and Industry Canada has highlighted its priorities, programs and services.

b) **Contacts with community leaders**

Industry Canada continues to benefit from the suggestions of many community leaders from official language minority communities. The personal relationships that have developed have allowed for deeper mutual insights into community needs and Industry Canada's abilities and constraints.

c) **La Fédération des communautés francophones et acadienne (FCFA)**

The FCFA, an umbrella organization representing Francophone communities outside of Quebec, analysed one of the first series of action plans. Its analysis and specific suggestions were provided to the Standing Joint Committee of the Senate and the House of Commons on Official Languages. FCFA representatives have also made a presentation to Industry Canada's Management Board and met often with senior officials. These meetings gave FCFA representatives the opportunity to explain their concerns and priorities.

d) **The Report of the Commissioner of Official Languages**

The *Annual Report of the Commissioner of Official Languages* and its special studies, such as *The Government of Canada and French on the Internet,* provided Industry Canada with further clarification of issues, and more suggestions for the delivery of programs and services to official language minority communities.

e)   **National Committee for Canadian Francophonie Human Resources Development**

Industry Canada is a member of this committee and collaborates with federal institutions and community leaders in developing human resource strategies for Francophones outside of Quebec, in support of the economic development of their communities. A joint strategic action plan was developed with clear priorities.

This committee assembled four sectoral tables in the areas of the knowledge-based economy, rural development, tourism and the integration of youth into economic development. Each table is composed equally of government and community representatives and offers the opportunity to further articulate and promote the needs of Francophone minority communities.

Human Resources Development Canada arranges for the members of the National Committee to meet with community representatives from all regions of Canada. Industry Canada also participates in these meetings.

f)   **The Interdepartmental Partnership with the Official-Language Communities (IPOLC)**

This new Canadian Heritage initiative is intended to strengthen interdepartmental activities and to favour the development of official language communities. Industry Canada will work with Canadian Heritage and other federal organizations to support official language minority communities and to help create new partnerships. For example, Industry Canada and Canada Economic Development for Quebec Regions will cooperate to ensure that the economic development of Anglophone communities in Quebec is given serious consideration under this new program.

g)   **Reports**

A number of reports (for example, by Fontaine, Savoie and Simard) have made recommendations on how to better serve official language minority communities.

h)   **Interdepartmental meetings**

Interdepartmental meetings have allowed Industry Canada to work with other federal institutions to respond to the needs of official language minority communities, to develop specific projects, and to share information, lessons learned and best practices.

6. Principal needs identified at national and regional levels

Under the Action Plan 1997–2000, Industry Canada consulted with official language minority communities and federal institutions and identified six community needs or priorities that Industry Canada could respond to under its mandate. Within the Plan, Industry Canada focussed on ensuring that the communities:

- obtain information on Industry Canada's programs and services;
- participate fully in Industry Canada's programs and services;
- use the Information Highway;
- strengthen economic development;
- develop entrepreneurship, particularly youth entrepreneurship; and
- develop tourism.

While these priorities remain, they have been further clarified and focussed for the Action Plan 2000–2003, through community consultations and discussions within Industry Canada. They have been divided into two categories:

- Priorities related to an increased understanding a) by Industry Canada of the needs of official language minority communities; and b) by official language minority communities of the role that Industry Canada might play in meeting those needs.
- Priorities or needs articulated by official language minority communities that relate directly to fostering their development and enhancing their vitality: c) participating in the knowledge-based economy; d) developing rural communities; e) developing tourism; and f) integrating youth into economic development.

For the purposes of using this Action Plan to implement section 41, the six needs and priorities are presented as the following objectives:

a) **Increase Industry Canada's awareness of, and sensitivity to, the needs of official language minority communities, and increase the Department's understanding of its obligations under section 41 of the *Official Languages Act*.**

The experience of the first series of action plans indicates that there is an ongoing requirement to a) raise the profile of official language minority communities within Industry Canada and of their needs; b) promote the Memoranda of Understanding established with representatives of Francophone minority organizations; and c) consider official language minority communities as a target audience in the design and implementation of the Department's programs and services.

b) **Increase the awareness of, and participation in, Industry Canada activities, and increase the use of departmental programs and services, by official language minority communities.**

Official language minority communities continue to require information on Industry Canada's programs and services. The Department must ensure that all its programs and services are readily available and accessible to official language minority communities. The diversity and geographic dispersion of these communities, as well as their needs, require that special efforts be made to disperse this knowledge and ensure easy access.

c) **Support and increase participation in the knowledge-based economy by official language minority communities.**

Official language minority communities have an opportunity to participate in the knowledge-based economy from their communities. Industry Canada can help to ensure access and support participation, particularly through its Connectedness agenda.

d) **Support and increase development in rural official language minority communities.**

Many official language minority communities are in rural and sometimes remote areas, far from the economic opportunities associated with urbanization. In creating programs and services that support the economic development of rural communities, Industry Canada must take into account the special requirements of official language minority communities in rural settings.

e) **Develop tourism in official language minority communities.**

Official language minority communities favour tourism as a means to economic development. Official language minority communities can also use tourism to promote their cultural wealth and increase their national profile as dynamic communities.

f) **Integrate youth into the economic development of official language minority communities.**

Official language minority communities believe that cultural survival means the inclusion of youth in the economies of their communities through increased entry-level employment and entrepreneurial opportunities.

Section III: Action Plan Contents and Timetable

7. a) Measures (national and regional) proposed by the institution to respond to community needs

b) Timetable for each measure

c) Proposed means by which the institution will inform the official language minority communities of its programs and services

Part I describes Industry Canada's programs and services, which are appropriate to the stated needs and priorities of official language minority communities. The delivery, in response to these needs and priorities, is organized according to Industry Canada's five strategic objectives: **innovation, connectedness, marketplace, investment,** and **trade**. Also included is the **corporate issues** objective in pursuit of increased mutual understanding between Industry Canada and official language minority communities.

In Part II regional plans are outlined following the same format used in Part I.

The tables are organized according to six identified needs and priorities, and the appropriate strategic or corporate objective. Specific programs, services and activities that are relevant to a section 41 need or priority are also described. Performance measurement indicators have not been included here, as they are already described in the evaluation framework created for each particular program, service and activity. No time is provided for ongoing activities.

Industry Canada has developed its first evaluation framework for section 41, which will link the programs, services and activities cited in this plan and allow Industry Canada to measure its implementation of section 41.

Specific information about each program, service and activity is listed in the Annex. Should no name be listed, please consult the Web site or the officer responsible at your particular regional office.

Note that not all needs and priorities identified by official language minority communities have been reflected in the five departmental strategic objectives and the corporate objective. In some cases, these needs and priorities apply to a particular Industry Canada strategic objective. In other cases, Industry Canada, through its corporate issues objective for section 41, is working to increase awareness of Industry Canada programs and official language minority communities' needs.

Further, a number of Industry Canada activities that have a positive impact on official language minority communities are not specifically covered in this document. For example, many of the Department's consultations for policy and legislative development work, advocacy work, and specific industrial development activities, are not included, although every effort is being made to ensure that clients from official language minority communities are involved.

8. Measures proposed to evaluate the success of expected results

a) Performance review

Industry Canada will conduct an evaluation to measure the implementation of this Action Plan during 2000–2001. It will help Industry Canada to clarify community needs and to deliver programs and services to those communities.

b) Monitoring Committee

Industry Canada has established a committee to monitor the implementation of the Action Plan. This committee, headed by the Assistant Deputy Minister, Operations, will meet once a year to monitor the Action Plan and determine the extent to which Industry Canada has met its section 41 commitments.

c) Audit

The Audit and Evaluation Branch will conduct systematic reviews of the commitments made in the Action Plan in conjunction with the functional audits of regional offices.

d) Evaluation

Several program managers have included the impact of their programs on official language minority communities in their evaluation frameworks. Industry Canada will continue to request that managers include this evaluation, where applicable.

e) Client satisfaction

Industry Canada will consult with official language minority communities and departmental program managers to determine the progress of, and the degree of satisfaction with, the Action Plan. Service standards will be established in the coming year in consultation with clients, to determine how well the Department is doing.

f)   **Integration of Part VII into the business plans**

Industry Canada will incorporate Part VII of the *Official Language Act* into its departmental Business Plan and Accountability Framework. The Department will ask regions and sectors to do the same.

g)   **Annual Achievement Report**

Industry Canada will produce an annual achievement report, and forward it to Canadian Heritage for tabling in the House of Commons. This report will describe the activities carried out, the nature of Industry Canada's interactions with minority language communities, and the results obtained.

9.   Financial and other resources dedicated to completion of the Action Plan

This Action Plan assumes that the resources required to implement the programs, services and activities detailed in Part I and Part II will come from existing budgets.

Part I: National Action Plan

Strategic Objective 1: Innovation
Improving Canada's innovation performance

Key Results of Strategic Objective 1

- Increased recognition of innovation as a critical success factor in all sectors
- Expanded knowledge base, especially in fields with good opportunities
- Accelerated commercialization and adoption of innovative processes and products by Canadian organizations

Section 41 Commitments

Needs and Priorities	Industry Canada's Activities, Programs and Services (See Annex for contacts and Web sites)
1. Increased awareness of, and participation in, Industry Canada activities, and increased use of departmental programs and services	• No activities, programs or services under the Innovation Strategic Objective have been specifically developed for official language minority communities, although these communities may participate in any Industry Canada programs, such as Technology Partnerships Canada or the Canadian Patent Database on *Strategis* (based on TechSource). Official language minority communities may also wish to access national programs that have been specifically developed for needs similar to theirs, such as rural development, tourism and the integration of youth into economic development.
2. Rural development and support	**Community Futures Development Corporations (CFDCs):** • CFDCs assist rural and small-town Canadians to develop and diversify local economies and to support new or existing local businesses with financing, business counselling and other services. CFDCs are governed by community-based boards and managed by the regional economic development agencies, except for those located in Ontario that are managed by FedNor.

Strategic Objective 2: Connectedness
Making Canada the most connected country in the world

Key Results of Strategic Objective 2

- Canadians connected to each other and to the world in a way that is affordable and accessible
- A world-leading environment for electronic commerce
- Canadian digital content and applications on-line maximized
- Key federal government information and services available to Canadians on-line

Section 41 Commitments

Needs and Priorities	Industry Canada's Activities, Programs and Services (See Annex for contacts and Web sites)
1. Increased awareness of, and participation in, Industry Canada activities, and increased use of departmental programs and services	**Communications:** • A guide to the Internet has been developed for Francophone users. This guide includes links to sites of interest to official language minority groups and will be placed on the Connecting Canadians Web site. • Industry Canada's Success Story page on the corporate Web site includes links to Industry Canada successes in promoting Internet services to official language minority groups. The showcase can be found at: **http://info.ic.gc.ca/cmb/welcomeic.nsf/icpages/ successStories** **Canadian Tourism Commission (CTC):** • The CTC's business and consumer Internet site provides information on travel and on the CTC's activities, and establishes hypertext links with other travel and tourism Web sites. Official language minority communities with established Web sites on tourism products are encouraged to inform the CTC, so that they can be included in the business site for free, or in the consumer site for a fee.

Needs and Priorities	Industry Canada's Activities, Programs and Services (See Annex for contacts and Web sites)
2. Support and increased participation in the knowledge-based economy	**Canada Business Service Centres (CBSCs):** • Regional access partners include and support official language minority business service intermediaries in the network, where demand and interest exist. • Promotional activities are targeted to official language minority communities (for example, outreach activities, advertising of CBSC services, and participation in trade fairs and seminars). • Official language minority communities are included in consultations and evaluations, and participate in business advisory boards where these exist. • Bilingual integrated business information content is being enhanced by new national and CBSC products (the E-commerce InfoGuide and Interactive Business Planner are two examples from fiscal year 1999–2000). **VolNet:** • Thirty VolNet delivery agencies are being established across Canada to assist voluntary organizations with Internet connectivity, including provision of computer equipment, network support and Internet skills development. By March 31, 2001, 10 000 voluntary organizations will be connected to the Internet. Official language minority groups take priority in this initiative. • A national Francophone delivery agency and two provincial Francophone delivery agencies outside Quebec have been selected to support Francophone voluntary organizations outside of Quebec. • The identified national computer supplier provides bilingual service throughout Canada. • Workshops will be available in the language of the official language minority organizations.

Needs and Priorities	Industry Canada's Activities, Programs and Services (See Annex for contacts and Web sites)
2. Support and increased participation in the knowledge-based economy (cont.)	**Canada's Digital Collections:** • This program, which devotes special attention to official language minority communities, will continue to fund approximately 10 digitization projects each year in such communities. These projects will provide opportunities to present the cultural and linguistic diversity of these communities on the Internet. More information on the program and its projects can be found on the program's Web site. **Francommunautés virtuelles:** • This program attempts to strengthen the vitality of Canadian Francophone and Acadian communities. As a three-year pilot project, it was designed to assist Francophone and Acadian communities in linking with each other, the rest of Canada and the world, via the Internet, and to develop new on-line applications, services and content in French. Program funding will support approximately 20 to 30 projects a year from across Canada until the end of fiscal year 2000–2001. An evaluation will be completed in fall 2000, and Industry Canada will decide whether the program should be renewed or expanded. Information can be found at the program's Web site. **Industry Sector:** • Exhibitions, conferences and awareness workshops will be organized for official language minority communities. ***Strategis*:** • *Strategis* is Canada's largest on-line source of business information. • Information sessions and training are available in both official languages.

Needs and Priorities	Industry Canada's Activities, Programs and Services (See Annex for contacts and Web sites)
1. Support and increased participation in the knowledge-based economy (cont.)	**Computers for Schools:** • Two hundred and fifty thousand computers will be delivered to schools and libraries all across Canada by March 31, 2001. Information on the program is available by telephone or on the Web site. • The program will track participation by official language minority schools. • Industry Canada and Public Works and Government Services Canada have agreed to deliver surplus computers to official language minority communities' voluntary organizations. **Community Access Program (CAP) (Urban):** • This program provides affordable access to the Internet to residents of 88 urban communities with populations over 50 000, and provides new ways to communicate, learn and do business in today's knowledge-based economy. • Agreements are being negotiated with school boards and provincial library authorities or library boards for implementation of 3200 sites. One thousand sites under the control of community organizations will be selected through a competitive process. • CAP is making special efforts to inform official language minority communities of the importance and value of this program to meet community goals. Bilingual workshops, designed to encourage applications from official language minority communities and to outline the value of developing networks, are being delivered in targeted geographic centres. Members from the targeted communities are involved in evaluating proposals and making recommendations for funding.

Needs and Priorities	Industry Canada's Activities, Programs and Services (See Annex for contacts and Web sites)
3. Rural development and support	**Community Access Program (CAP) (Rural):** • To facilitate better access to the Information Highway by rural communities, CAP assists with the development of Internet links in community schools, libraries and other accessible community locations. CAP plans to have assisted 5000 rural communities with Internet links by 2001. • CAP is making special efforts to inform official language minority communities of the importance of the program's goals. Members of these communities serve on all provincial selection committees. Service to these communities is part of the program's evaluation framework. • Program information and a proposal development guide are available at the programs's Web site.

Needs and Priorities	Industry Canada's Activities, Programs and Services (See Annex for contacts and Web sites)
4. Integration of youth into economic development	**SchoolNet:** • To facilitate the connectivity of Canadian classrooms, including those in official language minority communities, 250 000 classrooms will be connected to the Internet by 2001. • Through the GrassRoots program, 20 000 on-line learning projects will be developed by March 31, 2001, 20 percent of which will come from official language minority communities. **Student Connection Program (SCP):** • The SCP offers low-cost, on-site technology training programs to business people, and special Internet training for seniors. • Through its 15 Administration Centres, including two Francophone centres outside Quebec and one Anglophone centre in Quebec, the program ensures that promotional and training service and materials are available in both official languages throughout Canada. **Canada's Digital Collections:** • Through this program, young people (age 15 to 30) are hired on contract to create Web sites, allowing them to develop and apply skills related to the new information technologies. Roughly 10 percent of the projects are created by young people from official language minority communities, who represent some 10 percent of the young people employed through the program.

Strategic Objective 3: Marketplace
Building a fair, efficient and competitive marketplace

Key Results of Strategic Objective 3

- A marketplace framework for business, consumers and investors that is fair, efficient, competitive and world-class
- A marketplace that operates in accordance with the framework statutes, regulations, policies and procedures
- Confidence in the marketplace
- A competitive advantage through leading-edge services

Section 41 Commitments

Needs and Priorities	Industry Canada's Activities, Programs and Services (See Annex for contacts and Web sites)
1. Increased awareness of, and participation in, Industry Canada activities, and increased use of departmental programs and services	**Competition Bureau:** • Presentations in either official language, depending upon client requests, will be made across Canada on the *Competition Act* and consumer products programs. Participants are encouraged to contribute to the meetings in the language of their choice. **Office of the Superintendent of Bankruptcy:** • Presentations in either official language, depending upon client requests, will be made across Canada on bankruptcy and insolvency. Participants are encouraged to contribute to the meetings in the language of their choice. **Office of Consumer Affairs:** • Launch of the Canadian Consumer Information Gateway will be accompanied by media releases and information kits targeting major official language minority communities/associations. • Efforts are planned to link Consumer Connection and the Canadian Consumer Information Gateway to more French-language Web sites.

Needs and Priorities	Industry Canada's Activities, Programs and Services (See Annex for contacts and Web sites)
1. Increased awareness of, and participation in, Industry Canada activities, and increased use of departmental programs and services (cont.)	**Measurement Canada:** • Brochures on Measurement Canada and its services will be distributed to official language minority communities/associations. **Canadian Intellectual Property Office (CIPO):** • Several seminars on intellectual property (IP) and the information sources available to IP users will be offered to official language minority groups across Canada in the language of the group.

Strategic Objective 4: Investment
Improving Canada's position as a preferred location for domestic and foreign investment

Key Results of Strategic Objective 4

- Improved domestic and international investment climate
- Canada branded and recognized as an investment location of choice
- Increased attraction and retention of multinational investment in Canada
- Increased investment by small and medium-sized enterprises (SMEs) and by Aboriginal businesses

Section 41 Commitments

Needs and Priorities	Industry Canada's Activities, Programs and Services (See Annex for contacts and Web sites)
1. Increased awareness of, and participation in, Industry Canada activities, and increased use of departmental programs and services	• No activities, programs or services under the Investment Strategic Objective have been specifically developed for official language minority communities, although these communities may participate in any of Industry Canada's national programs, such as Investment Partnerships Canada. Official language minority communities may also wish to access national programs such as the Community Futures Development Corporations and the Canada Business Service Centres. These programs have been specifically developed for needs similar to those articulated by official language minority communities, such as rural development, tourism and the integration of youth into economic development.

Strategic Objective 5: Trade
Working with Canadians to increase Canada's share of global trade

Key Results of Strategic Objective 5

- Secure market access maintained and improved
- A more coordinated and cohesive approach to international trade development
- Export capability and preparedness
- International market development

Section 41 Commitments

Needs and Priorities	Industry Canada's Activities, Programs and Services (See Annex for contacts and Web sites)
1. Increased awareness of, and participation in, Industry Canada activities, and increased use of departmental programs and services	**Team Canada Inc (TCI):** • TCI is a virtual trade agency consisting of 23 federal departments and agencies. No TCI programs or services have been specifically developed for official language minority communities, although these communities are encouraged to access any of the national trade tools and services created by the TCI partnership to provide information and services to Canadian businesses. These include the ExportSource Web site, the toll-free Export Information Service and the Going Global Workshop Series. The Trade Integration Directorate will collaborate with TCI, which will undertake an information mailing to national-level and trade-related organizations, encouraging official language minority communities' businesses to take advantage of TCI programs and services.

Needs and Priorities	Industry Canada's Activities, Programs and Services (See Annex for contacts and Web sites)
1. Increased awareness of, and participation in, Industry Canada activities, and increased use of departmental programs and services (cont.)	**Canadian Tourism Commission (CTC):** • As a means to further develop and promote the Francophone cultural communities in Canada, the CTC will continue to fund tourism product development activities aimed at official language minority communities, through the Heritage Product Club partnership. As one of its many activities, the Club developed a map outlining French heritage products in western Canada. Next year, the Club will focus on developing travel packages showcasing the French culture and opportunities to learn French, enhancing the export readiness of existing tourism products, and implementing a new marketing strategy. It also plans to consult, train and provide strong communication links, and to offer value-added tourism services to western and northern French Canadian small and medium-sized enterprises.

Corporate Issues Objective

Key Results of Corporate Issues Objective

- Increased recognition within Industry Canada of its commitments under section 41 of the *Official Languages Act* and the national and provincial Memoranda of Understanding signed with French representatives outside Quebec
- Increased awareness of, and participation in, Industry Canada activities, and increased use of departmental programs and services, by official language minority communities

Section 41 Commitments

Needs and Priorities	Industry Canada's Activities, Programs and Services (See Annex for contacts and Web sites)
1. Increased understanding of section 41 responsibilities	**Evaluation Framework:** • Developing an evaluation framework and appropriate indicators will increase Industry Canada's ability to measure its progress in fulfilling its section 41 obligations and its Memoranda of Understanding signed with French representatives outside Quebec. **Evaluation:** • An evaluation will be done during the 2000–2001 fiscal year. **Sectoral Tables:** • The implementation of sectoral tables, composed of representatives from French minority communities and federal organizations and coordinated by the National Committee for Canadian Francophonie Human Resources Development, will give Industry Canada the opportunity to further its appreciation of the needs and priorities of French minority communities. Industry Canada is participating in the following sectoral working groups: Knowledge-Based Economy, Tourism, and Integration of Youth in Economic Development. Recommendations of the working groups will help draft the committee's national strategic plan.

Needs and Priorities	Industry Canada's Activities, Programs and Services (See Annex for contacts and Web sites)
1. Increased understanding of section 41 responsibilities (cont.)	**French on the Internet:** • Guidelines and principles will be developed to increase the content and quality of French on Industry Canada Web sites. **Awareness Campaign:** • An awareness campaign will be developed to help employees better understand their responsibilities under section 41, the national and provincial Memoranda of Understanding, and the needs of official language minority communities. **Creation of a New Process:** • A new process will be put into place to ensure that official language minority communities are taken into account when the Department is developing, delivering or transferring programs and services, and preparing Treasury Board submissions and Memoranda to Cabinet.
2. Increased awareness of, and participation in, Industry Canada activities, and increased use of departmental programs and services	**Support of the Official Languages Champion:** • Industry Canada will provide opportunities for its Official Languages Champion to meet representatives of official language minority communities and organizations, and to make presentations to various organizations and departmental committees. • Industry Canada will participate fully in the network of departmental champions created by Treasury Board.

Part II: Regional Action Plans

Strategic Objective 1: Innovation
Improving Canada's innovation performance

Key Results of Strategic Objective 1
• Increased recognition of innovation as a critical success factor in all sectors • Expanded knowledge base, especially in fields with good opportunities • Accelerated commercialization and adoption of innovative processes and products by Canadian organizations

Section 41 Commitments

Needs and Priorities	Industry Canada's Activities, Programs and Services
1. Increased awareness of, and participation in, Industry Canada activities, and increased use of departmental programs and services	**All Regions:** • Through presentations, promote Industry Canada's innovation agenda. • Invite official language minority communities to participate in Industry Canada events. **Atlantic Region:** • Organize a conference on innovation, in partnership with the Conseil économique du Nouveau-Brunswick. This pan-Atlantic conference will be held in Bathurst in May 2000. **FedNor:** • Work with technology centres to develop bilingual activities focussed on innovation. • Establish cooperative relationships with the Industrial Research Assistance Program (MIRARCo, NORCAT, the Northwestern Ontario Technology Centre) and others for promotion of technology diffusion.

Needs and Priorities	Industry Canada's Activities, Programs and Services
1. Increased awareness of, and participation in, Industry Canada activities, and increased use of departmental programs and services (cont.)	**Prairie and Northern Region:** • Ensure that the needs of regional Francophone economic development organizations are reflected when developing a regional strategy on innovation with Western Economic Development Canada and the National Research Council Industrial Research Assistance Program. • Work with other federal departments on a pilot study on barriers to the adoption of innovation.
2. Support and increased participation in the knowledge-based economy	**FedNor:** • Work as a partner with business and other organizations to review ideas submitted by Northern Ontario entrepreneurs, and to help them grow. • Work on connectedness to ensure access and, ultimately, use of and participation in the knowledge-based economy.

Strategic Objective 2: Connectedness
Making Canada the most connected country in the world

Key Results of Strategic Objective 2

- Canadians connected to each other and to the world in a way that is affordable and accessible
- A world-leading environment for electronic commerce
- Canadian digital content and applications on-line maximized
- Key federal government information and services available to Canadians on-line

Section 41 Commitments

Needs and Priorities	Industry Canada's Activities, Programs and Services
1. Increased awareness of, and participation in, Industry Canada activities, and increased use of departmental programs and services	**All Regions:** • Increase awareness and promote usage of electronic information services to official language minority clients, both businesses and consumers.
2. Support and increased participation in the knowledge-based economy	**All Regions:** • Offer information sessions on Industry Canada programs such as Multimedia Learnware, Francommunautés virtuelles, VolNet, and urban and rural Community Access Programs, to ensure that members of official language minority communities can access information and tools to assist in information technology integration. • Promote the programs of the Information Highway Applications Branch, and e-commerce, to official language minority communities.

Needs and Priorities	Industry Canada's Activities, Programs and Services
2. Support and increased participation in the knowledge-based economy (cont.)	**Atlantic:** • Support further efforts to develop the Télécommunauté acadienne et francophone de l'Atlantique. • Participate in a pan-Atlantic conference on e-commerce in Edmundston in August 2000. • The Atlantic region presently participates in an e-commerce committee with the Conseil économique du Nouveau-Brunswick. **Quebec:** • Promote the MONDEX project in the Sherbrooke region. **Ontario/FedNor:** • Identify opportunities to establish urban Community Access Program sites in Francophone community centres and associations in major Ontario urban centres. • Using small business conferences and info-fairs, provide support to the Francophone business community to access opportunities, skills and knowledge of the Information Highway. **Ontario:** • Working with newly recognized Francophone school boards, increase the number of computers for schools and public libraries. • Through presentations, increase e-commerce awareness of the Francophone business community.

Needs and Priorities	Industry Canada's Activities, Programs and Services
2. Support and increased participation in the knowledge-based economy (cont.)	**FedNor:** • Deliver community awareness workshops and support subregional telecommunications working groups in order to increase access to, and usage of, the Information Highway. • Continue to work with partners and municipalities to promote e-commerce conferences throughout Northern Ontario. • Work with service providers to promote and encourage a telecommunication infrastructure in Northern Ontario that will allow participation in the worldwide economy. • Develop an electronic network to link all Community Futures Development Corporations in a bulletin board that will help Francophones to access information. • Work with the Associations canadiennes-françaises de l'Ontario of Northern Ontario to develop a Web site and a network to increase on-line accessibility. **Prairie and Northern Region:** • Participate in French language media interviews to present existing and new Information Highway applications programs. • Promote e-commerce to regional Francophone economic development organizations. **Pacific:** • Provide a half-day e-commerce workshop in partnership with the Francophone Chamber of Commerce and the Société de développement économique. • Promote e-commerce capsules and a glossary of e-commerce terms in various regional Francophone newspapers, on the Francophone Chamber of Commerce Web site and on other associations' sites. • Translate the business-to-business tutorial and, in partnership with regional Francophone associations, promote this tutorial.

Needs and Priorities	Industry Canada's Activities, Programs and Services
3. Integration of youth into economic development	**Prairie and Northern Region:** • Ensure that post-secondary institutions have timely and pertinent information and take advantage of programs such as Netcorps, CanConnect, and the Student Connection Program. **Pacific:** • In conjunction with Francophone associations, help to organize a business contest targeting young entrepreneurs. Industry Canada will participate by Web hosting, producing promotional material and holding the awards event.

Strategic Objective 3: Marketplace
Building a fair, efficient and competitive marketplace

Key Results of Strategic Objective 3

- A marketplace framework for business, consumers and investors that is fair, efficient, competitive and world-class
- A marketplace that operates in accordance with the framework statutes, regulations, policies and procedures
- Confidence in the marketplace
- A competitive advantage through leading-edge services

Section 41 Commitments

Needs and Priorities	Industry Canada's Activities, Programs and Services
1. Increased awareness of, and participation in, Industry Canada activities, and increased use of departmental programs and services	**All Regions:** • Develop activities to raise awareness among business clients from official language minority communities of their obligations under the Marketplace Services regulations, as well as of the role of the Competition Bureau. • Raise awareness of marketplace services as key components of consumer and business well-being. **Ontario:** • Using short presentations at small business conferences, info-fairs and trade shows, demonstrate the products and services available on the Competition Bureau Web site. • Provide input for press releases to raise awareness of the role of the Competition Bureau.

Needs and Priorities	Industry Canada's Activities, Programs and Services
1. Increased awareness of, and participation in, Industry Canada activities, and increased use of departmental programs and services (cont.)	**FedNor:** • Maintain the Northern Ontario economic database to increase access to current data and trends in Northern Ontario's economy, and encourage Francophone clients to use it. • Support the Public Works and Government Services Canada training modules to assist Francophone businesses to sell to the government. • Increase Community Futures Development Corporations' capacity to serve Francophone stakeholders. **Prairie and Northern Region:** • Ensure that the Francophone community is considered as a regional client group. **Pacific:** • Prepare economic snapshots of the region and provide them to Francophone business groups.

Strategic Objective 4: Investment

Improving Canada's position as a preferred location for domestic and foreign investment

Key Results of Strategic Objective 4

- Improved domestic and international investment climate
- Canada branded and recognized as an investment location of choice
- Increased attraction and retention of multinational investment in Canada
- Increased investment by small and medium-sized enterprises (SMEs) and by Aboriginal businesses

Section 41 Commitments

Needs and Priorities	Industry Canada's Activities, Programs and Services
1. Increased awareness of, and participation in, Industry Canada activities, and increased use of departmental programs and services	**All Regions:** • Support activities through regional trade networks, which increase awareness of investment opportunities in official language minority communities and promote their culture and economic development potential. **Atlantic:** • Promote Francophone SMEs' efforts to enter into international strategic alliances. • Support Francophone clients in the Aboriginal communities in attracting investment. **Quebec:** • Promote Anglophone SMEs' efforts to enter into international strategic alliances.

Needs and Priorities	Industry Canada's Activities, Programs and Services
1. Increased awareness of, and participation in, Industry Canada activities, and increased use of departmental programs and services (cont.)	**Ontario:** • Through the new Infrastructure Program and any other special programs, ensure that Francophone communities are informed of program investment opportunities. • Working with the Ontario Regional Action Committee, follow up on the recommendations of the *Study of Industry Canada Services to the Francophone Business Community in Southern Ontario*, including the Community Access Program, the Community Futures Development Corporations and the Canada-Ontario Business Service Centre sites. • Increase awareness of Industry Canada's investment programs and services available to Francophone SMEs, through small business conferences and info-fairs targeting Francophones, and through regular newsletters and articles in Francophone business publications such as *Le Lien économique*. • Continue partnership with La Chambre économique de l'Ontario, and explore other partnerships for joint activities with the Francophone business community of Ontario. **FedNor:** • Monitor the Business Planning Initiative and the agreement with Le Mouvement des caisses populaires de l'Ontario across Northern Ontario, and encourage equitable access for Francophones. **Prairie and Northern Region:** • Ensure that the strength of Francophone communities and firms is brought to the attention of potential investors/partners.

Needs and Priorities	Industry Canada's Activities, Programs and Services
1. Increased awareness of, and participation in, Industry Canada activities, and increased use of departmental programs and services (cont.)	**Pacific:** • Work with Canada Business Service Centres to provide information to the Société de développement économique on the new *Canada Small Business Financing Act* program, through information sessions, a radio interview and newspaper articles.
2. Rural development and support	**FedNor:** • Develop initiatives with Community Futures Development Corporations (CFDCs) that address the special needs of Francophones regarding access to capital. • Establish a CFDC committee to ensure the delivery of services to Francophones.
3. Tourism development	**FedNor:** • Implement and promote the Tourism Fund, the Not-for-Profit Fund and the Northern Ontario Economic Development Fund to develop tourism in Francophone communities.
4. Integration of youth into economic development	**FedNor:** • Provide the Youth Internship Initiative on a permanent basis, giving Northern Ontario young people practical job experience in the field of community economic development.

Strategic Objective 5: Trade
Working with Canadians to increase Canada's share of global trade

Key Results of Strategic Objective 5

- Secure market access maintained and improved
- A more coordinated and cohesive approach to international trade development
- Export capability and preparedness
- International market development

Section 41 Commitments

Needs and Priorities	Industry Canada's Activities, Programs and Services
1. Increased awareness of, and participation in, Industry Canada activities, and increased use of departmental programs and services	**All Regions:** • Raise awareness of official language minority interests as a part of Canadian trade policy development. • Communicate the importance of trade to official language minority companies and their associations, through Team Canada Inc, presentations, workshops and other means. • Assist official language minority clients to become export ready and to expand their markets through trade missions and fairs. **Ontario:** • Organize, in partnership with La Chambre économique de l'Ontario, joint activities to provide export and trade services to Francophone firms. • Represent the Ontario region on the Comité paritaire, which brings key Francophone organizations together with federal and provincial organizations. • Through info-fairs, seminars and trade missions, support development of skills required for export and increased participation in export activities by Francophone companies.

Needs and Priorities	Industry Canada's Activities, Programs and Services
1. Increased awareness of, and participation in, Industry Canada activities, and increased use of departmental programs and services (cont.)	**FedNor:** • Maintain the Northern Ontario economic database so that Francophone clients can access market information. • Provide export counselling to Francophone clients. • Promote use of trade information found on the FedNor Web site. • Use the NEXPRO program to enhance Francophone clients' export preparedness. • Recruit and encourage Francophone firms to participate in Trade Team Canada missions. • Promote WIN Export registration to Francophone clients. **Prairie and Northern Region:** • Encourage Francophones to register on WIN Export. • Collaborate with Western Economic Diversification Canada to develop a profile of Francophone firms that have export-ready potential. **Pacific:** • Collaborate with the International Trade Centre (ITC) to provide information sessions to members of the Francophone Chamber of Commerce and the Société de développement économique on ITC trade support programs.
2. Integration of youth into economic development	**Ontario:** • Work with Francophone colleges to deliver the Going Global series of Forum for International Trade training courses.

Distribution Plan

10. Measures proposed by the institution to publicize the Action Plan and report on achievements inside and outside the institution

The Action Plan will be sent to all national organizations, provincial coordination organizations, and all federal organizations with an economic mandate regarding the official minority communities in Canada.
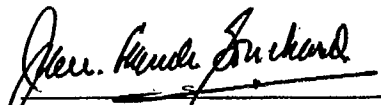
We will also send the Action Plan to the Minister of Canadian Heritage, the Commissioner of Official Languages, the Secretary of the Treasury Board and the co-chairpersons of the Standing Joint Committee on Official Languages.

Furthermore, Industry Canada's Action Plan will be available on the Internet (**http://info.ic.gc.ca/epublications**).
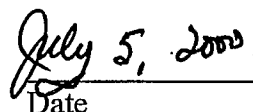
Internally, for our employees, there will be various sensitization activities on the needs of official language minority communities. These initiatives may take the form of articles in the employee bulletin, presentations given by community representatives, or specific communications.

The Public Service Commission offers a course that provides a solid grounding in the linguistic duality of the Public Service. Industry Canada employees responsible for program administration will be encouraged to attend this training to understand the requirements of the *Official Languages Act.*

Signature

Jean-Claude Bouchard
Jean-Claude Bouchard
Assistant Deputy Minister
Operations Sector

July 5, 2000.
Date

Feedback: What do you think of the Action Plan?

General comments:

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Strong points:

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Areas requiring improvement:

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Suggestions:

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Please return this form to:
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Manager, National Co-ordination
Operations Section
Industry Canada
Room 806B, 235 Queen Street
Ottawa ON K1A OH5
Tel.: (613) 954-4083   Fax: (613) 954-4074
E-mail: **veilleux.dominique@ic.gc.ca**

Annex: List of Programs, Contacts and Web Site Addresses

Note: Programs described in the Action Plan are included on this list, as are other Industry Canada initiatives.

Program Name	Contact/Telephone	Web Site
Campus WorkLink and NGR	1-800-930-9643	**http://www.WorkLinkNGR.com**
Canada's Digital Collections	Guy Parent (613) 952-9639 or 1-800-465-7766	**http://collections.ic.gc.ca**
Canada Foundation for Innovation	(613) 947-6496	**http://www.innovation.ca**
Canada-Ontario Business Service Centre	(416) 954-4636 1-800-567-2345	**http://www.cbsc.org/ontario**
Canada Small Business Financing Act	(613) 954-5540	**http://strategis.gc.ca/csbfa**
Canadian Intellectual Property Office	Bill MacDougall (819) 997-2745	**http://cipo.gc.ca**
Canadian Tourism Commission	(613) 946-1000	**http://www.canadatourism.com**
CANARIE (Canada's Advanced Internet Development Organization)	Enid Harrison (613) 943-5377 Information (613) 943-5454	**http://www.canarie.ca**
CanConnect	1-800-575-9200	**http://canconnect.ic.gc.ca**
Community Access Program (Rural)	Michel Carrière (613) 954-3477	**http://cap.ic.gc.ca**
Community Access Program (Urban)	Michel Léger (613) 952-0678	**http://cap.ic.gc.ca**
Community Futures Program (Ontario)	Marie Desmarais-Santi 1-877-333-6673	**http://communityfutures-ont.ic.gc.ca**

Competition Bureau	Loraine Laflèche (819) 997-5898	**http://competition.ic.gc.ca**
Computers for Schools	Pierre Gendron (613) 993-2397 or 1-800-268-6608	**http://www.schoolnet.ca/cfs-ope**
Connecting Canadians		**hptt://www.connect.gc.ca**
Consumer Connection	Jean-Baptiste Renaud (613) 952-1915	**http://consumerconnection.ic.gc.ca**
Contact!	Diana Brown (613) 941-8195	**http://strategis.gc.ca/contact**
Corporations Directorate	Michelle Beaudry (613) 941-7636	**http://strategis.gc.ca/corporations**
Electronic Commerce in Canada	André Dubois (613) 953-3452	**http://e-com.ic.gc.ca**
ExportSource	1-888-811-1119	**http://exportsource.gc.ca**
FedNor	Linda Ménard (705) 671-0720 or 1-877-333-6673	**http://fednor.ic.gc.ca**
Francommunautés virtuelles	Hélène Espesset (613) 952-9973	**http://francommunautes.ic.gc.ca**
Generations CanConnect	1-800-575-9200	**http://generations-canconnect.ic.gc.ca**
GrassRoots	Frédéric Nolin (613) 952-5890	**http://www.schoolnet.ca/grassroots**
Measurement Canada	Hélène Bradbury (613) 952-6711	**http://mc.ic.gc.ca**
Multimedia Learnware	Yuri Daschko (613) 990-6149	**http://www.schoolnet.ca/funds**
NetCorps Canada International	1-800-605-3526	**http://www.netcorps-cyberjeunes.org**
Networks of Centres of Excellence	(613) 995-6010	**http://www.nce.gc.ca**

Office of Consumer Affairs	Jean-Baptiste Renaud (613) 952-1915	**http://strategis.gc.ca/oca**
Office of the Superintendent of Bankruptcy	(613) 941-1000	**http://osb-bsf.ic.gc.ca**
SchoolNet	Frédéric Nolin (613) 952-5890	**http://www.schoolnet.ca**
SkillNet	Janet Caroleo (613) 998-1301	**http://skillnet.ca**
Smart Communities	1-800-575-9200	**http://smartcommunities.ic.gc.ca**
Strategis	1-800-328-6189	**http://strategis.gc.ca**
Student Connection Program	1-888-807-7777	**http://scp-ebb.com**
Team Canada Inc	1-888-811-1119	**http://exportsource.gc.ca**
Technology Partnerships Canada	1-800-266-7531	**http://tpc.ic.gc.ca**
VolNet	Gisèle Proulx (613) 991-3822	**http://www.volnet.org**