



Industry
Canada

Industrie
Canada

INDUSTRY CANADA

ACHIEVEMENT REPORT 1998-1999

PART VII, SECTION 41

OFFICIAL LANGUAGES ACT

Canada

This publication is also available electronically on the World Wide Web at the following address: <http://info.ic.gc.ca/epublications>

This publication can be made available in alternative formats for persons with disabilities upon request. Contact the National Coordination Office for Official Language Minority Communities at the numbers listed below.

For additional copies of this publication, please contact:

National Coordination
Official Language Minority Communities
Trade and Operations Branch
Operations Sector
Industry Canada
Room 828C, East Tower
235 Queen Street
Ottawa ON K1A 0H5

Tel.: (613) 957-8509
Fax: (613) 954-4074

© Her Majesty the Queen in Right of Canada (Industry Canada) 1999
Cat. No. C2-448/1999
ISBN 0-662-64385-2
52836B





It is in a dual capacity that I take pleasure in presenting the report on Industry Canada's achievements for the year 1998-99 and sharing some of our results and successes with you. Indeed, this year I am both the official responsible for implementing Section 41 of the *Official Languages Act* and the departmental champion of official languages.

For several years now, Industry Canada has been working with official language minority communities to meet their expectations more effectively and to further publicize its programs and services. We have put into effect several measures to increase the degree of awareness of Section 41 within the department. If we intend to fulfil our commitment to help develop the full potential of these communities, it is important that our employees have the necessary information to play an active role.

During the past year, Industry Canada set up a new program—*Francommunautés virtuelles*—with which the Francophone communities will have greater access to the Information Highway. An advisory committee, made up of Francophone representatives from each province and territory, as well as from some national associations, enabled members to determine the terms and conditions of the program and the use of funds. *Francommunautés virtuelles* is one of many programs created by the Government of Canada to make Canada the most “connected” country in the world. These programs, used more and more each year by official language minority communities, schools, entrepreneurs and young people, not only promote the establishment of important networks, but also the cultural and economic development of communities.

From March 1999 until March 2000, the Year of La Francophonie in Canada provides an exceptional opportunity for our department to organize special events or to participate in them. Industry Canada is investing much effort and energy in this project in that several of its major fields of activity meet the Year's main goals. We have therefore developed a dynamic strategy and program to sensitize employees to the contribution of Canada's Francophonie and its various communities, and to inform all Canadians of the substantial contribution made by the department in support of La Francophonie.

Furthermore, Industry Canada is working in close cooperation with several departments to make use of all available opportunities to effectively meet the expectations of the communities. Partnerships and memoranda of understanding with Francophone community representatives have proved to be effective tools for ensuring the collective success of several projects.

My most sincere wish is that we succeed in improving the prospects of official language minority communities by enabling them to achieve their full potential and become a genuine economic, cultural and social force.



Diane Vincent
Assistant Deputy Minister
Operations Sector

TABLE OF CONTENTS

SUMMARY OF ACHIEVEMENTS	1
NATIONAL PROGRAMS AND INITIATIVES	
ECONOMIC DEVELOPMENT	
Community Futures Development Corporations (see Ontario/FedNor)	
Industry Sector	3
Technology Partnerships Canada	5
Tourism	6
INFORMATION HIGHWAY	
Access to the Information Highway in both official languages	9
Canada's Digital Collections Program	12
Community Access Program	15
Computers for Schools Program	19
Francommunautés virtuelles	22
SchoolNet	25
Strategis	27
Student Connection Program	30
INFORMATION DISSEMINATION	
Canada Business Service Centres	32
Canadian Intellectual Property Office	34
Competition Bureau	35
Consumer Affairs	37
International Trade Centres	39
INTERNAL SUPPORT MECHANISMS	41
THE REGIONS	
Atlantic Region	46
Quebec Region	54
Ontario/FedNor Region	57
Prairies and Northwest Territories Region	73
Pacific Region	79

SUMMARY OF ACHIEVEMENTS

Responsible Minister: The Honourable John Manley

Industry Canada implemented a large number of measures and initiatives to promote the vitality of the official language minority communities and to help Francophone communities outside Quebec and Anglophone communities within that province to become more familiar with its programs and services. These efforts were concentrated in five areas: raising awareness and community support, connectivity, economic development, information and training, and interdepartmental coordination.

Raising awareness and community support:

- For the Year of La Francophonie in Canada, a strategy, program and communication plan were developed to make employees more aware of La Francophonie's contribution and of Francophones' accomplishments and needs.
- Several meetings were organized with senior managers and members of the official language minority communities.
- Intensive distribution, within the department, of the 1997-98 Achievement Report, Section 41 newsletters, and the Memorandum of Understanding (MOU) signed with minority Francophone representatives.
- The regional coordinators organized and participated actively in a large number of meetings and are members of a number of interdepartmental and joint private sector/public sector committees.

Connecting Canadians to the Information Highway/Making Canada the most connected country in the world:

- 20 of the 101 digitized collection projects funded in 1998-99 were in official language minority communities, which made it possible to hire 102 young people between the ages of 15 and 30 from these official language minority communities.
- Creation of an advisory committee for the new Francommunautés virtuelles program, with Francophone representatives from the ten provinces, three territories and national organizations. This program has funded 32 pilot projects across Canada.
- 37 new community access centres were approved for the official language minority communities, which brings the number of official language minority communities that have received financial assistance since the beginning of the program to more than 150. More than 200 young people worked in French this year in centres outside Quebec. Partnerships were also established all across the country with Francophone associations.

- 2,266 computers were distributed in official language minority schools.
- Some sixty SchoolNet projects in the official language minority communities were funded.

Economic and tourism development projects:

- FedNor has granted more than \$1.2 million to Francophone non-profit organizations in Northern Ontario to support economic development. In addition, FedNor has established a reserve fund of \$2 million for loan loss reserve, which will help member caisses populaires establish a program to support SMEs. Furthermore, the strategic alliance between FedNor, L'Alliance des caisses populaires and La Fédération des caisses populaires de l'Ontario gives SMEs access to up to \$10 million in the form of business loans.
- Industry Canada /FedNor contributed a total of \$80,500 to the third Forum for Francophone Business People, of which \$25,000 was awarded this fiscal year.
- Work is continuing in connection with the Canadian Tourism Commission's product club. The first project involves a network of economuseums in the Atlantic Region, while the second involves the development of Francophone tourism products in Western Canada.

Information and training sessions:

- Several programs and service centres offered training and information sessions in the official language minority communities, including the Canadian Intellectual Property Office, ExportSource, Strategis, the Competition Bureau, the International Trade Centres and the regional offices.
- Some 20 info-fairs on SMEs were held across Canada.
- The Student Connection Program allowed many companies to receive training on using the Internet in the language of their choice throughout the country.

Interdepartmental coordination:

- An agreement was signed with Public Works and Government Services to facilitate access for the official language minority communities to surplus computers and software.
- Industry Canada plays an active role in the National Committee for Canadian Francophonie Human Resources Development and is a signatory of the national Memorandum of Understanding and the one with Alberta. It is also a member of several interdepartmental advisory committees.

INDUSTRY SECTOR
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Business information by sector:</i></p> <p>The Industry Sector offers a large amount of business information by sector. This information is available on Strategis or in print.</p>	<p>The Industry Sector has produced many documents and carried on promotional campaigns across the country to inform clients of its products and services or to help Canadian businesses gain a competitive edge. Special efforts were made to write or adapt texts, whether in print or electronic form, so they effectively reach Francophone or Anglophone clientele. The <i>Guide to Canadian Industries</i> and <i>Quality Management for Associations: A Practical Guide to ISO 9000</i> are good examples.</p>
<p><i>Consultation:</i></p> <p>On a regular basis, the Industry Sector will hold a number of formal and informal meetings with its clients to inform them about programs and services available from the Sector and to gather their comments/suggestions to make sure that these programs and services meet their expectations. These meetings are being organized with groups of companies or persons, with associations or with individual companies.</p>	<p>Numerous seminars and trade shows were organized by Industry Sector branches. Documentation was written or adapted, as well as communication to effectively reach the participants, whether they were Anglophone or Francophone, in or outside of Quebec. An example of this is the National Aerospace Skills Symposium held in February in Ottawa.</p>

**INDUSTRY SECTOR
Achievement Report 1998-1999**

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Awareness about the Internet:</i></p> <p>With the emergence of information technologies and the rapid growth of communications on the Internet, the Industry Sector is encouraging its clients to get connected in order to take advantage of the benefits available to Canadian businesses.</p>	<p><i>Net Gain</i> is a new tool developed by the Industry Sector. It supports the federal government's overall objective of connecting all Canadians by the year 2000. It provides necessary information for small businesses to become more knowledgeable about the Internet. Therefore, it also helps SMEs from official language minority communities to take full advantage of the development opportunities offered by the Internet. For example, they can benefit from the best practices of others, learn more about e-commerce and legal aspects.</p>
<p><i>Other Achievements</i></p> <p>Year of La Francophonie in Canada</p> <p>The Industry Sector participated in the organization and launching of the Year of La Francophonie in Canada. More specifically, it contributed both human and financial resources to ensure high quality of the documents published on the Web site.</p>	

Contact: Suzanne Pellerin, (613) 954-0263

TECHNOLOGY PARTNERSHIPS CANADA
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Presentations:</i></p> <p>Presentations on Technology Partnerships Canada (TPC) will continue to be made to key business development groups to encourage business people to participate in the program. These presentations will pay particular attention to the needs of official language minority communities.</p>	<p>No presentations were made to business groups comprised mostly of official language minority members during this reporting period.</p>
<p><i>Memorandum of Understanding:</i></p> <p>It is expected that Industry Canada (IC) will enter into an agreement with a partner to enhance the delivery of the program to small and medium-sized enterprises across the country. This will include the commitment to ensure that access to the program is encouraged within the official language minority communities.</p>	<p>Commitment included in the Memorandum of Understanding, signed by IC/TPC and the National Research Council/Industrial Research Assistance Program (NRC/IRAP) in April.</p>

Contact: John Brunet, (613) 952-9254

TOURISM
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p>Partnership opportunities:</p> <p>The Canadian Tourism Commission (CTC) seeks partnership possibilities for its marketing activities. Any marketing partnership proposal received from official language minority communities will be submitted, as part of the CTC's ongoing operations, to a private-sector-led review committee for approval. This committee will assess its commercial value and potential contribution to the CTC's business plan.</p>	<p>All of CTC's programs are open to potential partners in Canada.</p> <p>Canada Marketing Program: The CTC's Canada (domestic) marketing program includes minority newspapers on its listing for three newspaper insertions (autumn, winter and spring). Fifteen French minority newspapers and three English minority newspapers are used regularly.</p> <p>Heritage Product Club (Western Canada): On October 30, the Heritage Product Club received much exposure in Quebec as a participant in the Alberta Francophone Showcase "Loin des yeux, près du cœur" held in Montreal on October 27-31. The Product Club will create a promotional map and tours highlighting Francophone destinations in Western Canada, and will develop French-language services for tourists in the western provinces.</p> <p>Product Club (Atlantic Economuseum Network): Since its creation, this network has launched three economuseums focusing on Acadian techniques of candle making, oyster farming and quilting. The Club is active in all four Atlantic provinces.</p>

TOURISM
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p>Internet:</p> <p>The CTC has a site which, in addition to providing general information on CTC's activities and a list of its publications, establishes hypertext links with other Web sites dealing with travel or tourism. Official language minority communities that have established Web sites on tourism products are strongly encouraged to inform the CTC in order to be included in this directory.</p> <p>E-mail address : ctc.cct@ic.gc.ca Web site: http://www.canadatourism.com</p>	<p>The CTC launched its new integrated Web site available to the public in both official languages. The CTC's business-to-business Internet-based Canadian Tourism Exchange (CTX) pilot project should be completed for industry access and launched during the first half of fiscal year 1999-2000.</p>
<p>Consultations:</p> <p>The CTC organizes public meetings throughout the year to inform industry about its activities and obtain industry's views on its business plan. All groups interested in establishing a partnership with the CTC, and wishing to improve their marketing opportunities are invited to participate or to communicate with the CTC. Consultation dates and locations can be obtained from the CTC.</p>	<p>Tourism industry consultations are held periodically in both official languages. The CTC participates in major events sponsored by the Tourism Industry Association of Canada (TIAC), Hotel Association of Canada (HAC) and Rendez-vous Canada, and provides information in both official languages.</p>

TOURISM
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Distribution of information:</i></p> <p>We will add the names of minority organizations interested in tourism development to the mailing list of <i>Communiqué Canada</i>, our monthly newsletter, when requested to do so by the organizations.</p>	<p>All groups who requested that they be included in the CTC mailing lists have been added. The CTC distributes all of its news releases to media across the country, thus reaching major market newspapers, radio and television stations including those of the official language minority communities. CTC spokespersons were interviewed for a number of radio newscasts carried in French by Radio-Canada in Edmonton and Vancouver, and in English by a number of radio stations in Quebec. The CTC also participated in a country-wide French-language talk show on tourism and travel in Canada.</p>
<p><i>Other Achievements</i></p> <p>Spearheaded by the CTC, the Canadian tourism industry's Vision and Mission statements were created with the goal of building industry cohesiveness to achieve their objectives. English and French Canada are working together to make Canada the premier destination to connect with nature and to experience diverse cultures and communities at all times of the year.</p>	

Contact: John Olsthoorn, (613) 957-9220

ACCESS TO INFORMATION HIGHWAY IN BOTH OFFICIAL LANGUAGES
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Business cooperation with France:</i></p> <p>The Canada-France Working Group on Information and Communications Technologies is still looking into the possibility of establishing a virtual secretariat to organize sector missions, publish bulletins and arrange bilateral seminars.</p>	<p>As a reminder, because of budgetary restrictions, it was decided by mutual agreement between Industry Canada and the French Secretary of State for Industry to organize two activities per year for the Working Group, one in Canada and one in France.</p> <p>On October 5, a Canada-France round table on electronic commerce was held before the OECD ministerial conference on electronic commerce. The round table was followed by visits on October 6 and 7 to Canadian businesses in Ottawa and Montreal. These visits provided an opportunity to present a global picture of Canadian expertise and the market potential for electronic commerce in Canada.</p>

ACCESS TO INFORMATION HIGHWAY IN BOTH OFFICIAL LANGUAGES
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Business cooperation with France: (cont'd)</i></p>	<p>On February 8, a Canada-France round table on the theme of security in electronic commerce was followed by a partnership mission during the "Semaine européenne des technologies de l'information" (Information Technologies week in Europe), held in Paris from February 9 to 12. The objectives of this mission were to provide participating businesses the opportunity to form alliances and partnerships to develop, produce or distribute products and services relating to electronic commerce, to establish a network of contacts, and to gain strategic information about the French market.</p> <p>Meetings were arranged with representatives of the French government and various associations to discuss limitations on access as well as the market potential for electronic commerce in France.</p> <p>The Working Group is still looking into the possibility of establishing a "discussion forum" Web site, where French and Canadian businesses could exchange information, explore the possibilities of trade partnering initiatives and discuss matters of common interest.</p>

ACCESS TO INFORMATION HIGHWAY IN BOTH OFFICIAL LANGUAGES
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<i>Business cooperation with France: (cont'd)</i>	The establishment of a virtual secretariat and the publication of other information bulletins were abandoned for budgetary reasons, a situation which still presents an obstacle to the strengthening of cooperative ties between France and Canada in the information technology sector.
<i>Consultation:</i> Meeting of the federal, provincial and territorial Ministers responsible for the Information Highway on June 11. Agenda items included access to French-language products and services on the Information Highway.	Federal, provincial and territorial Ministers responsible for the Information Highway agreed to support initiatives for the production of French-language content at provincial, national and international levels, particularly those developed by Ministers of Culture.

Contact: Glenn Campbell, (613) 952-3938

CANADA'S DIGITAL COLLECTIONS PROGRAM
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p>Promotion:</p> <p>Industry Canada will continue to generate digitization projects in official language minority communities, in order for these communities to obtain their fair share of Canada's Digital Collections Program (formerly SchoolNet Digital Collections Program) activities. Promotion will continue by making implemented projects available to the public through the Digital Collections Web site. Special events will occasionally highlight contributions by official language minority communities.</p>	<p>In all, 27 collections are currently posted on Canada's Digital Collections Web site, reflecting the special interests of these communities (not counting bilingual collections). Forty-five collections have come from official language minority communities since the beginning of the program.</p>
<p>Youth Participation:</p> <p>Industry Canada will continue to ensure that youth from official language minority communities participate equally in the benefits of the Program.</p>	<p>From April 1, 1998 to March 31, 1999, 102 young people aged 15 to 30 from official language minority communities worked to produce digital collections for Canada's Digital Collections Program. This represents 21.9% of a total number of 465 young employees digitizing collections in 1998.*</p> <p>Twenty of the 101 collections digitized in this fiscal year have come from official language minority communities. This represents 19.8% of the projects implemented this year.**</p>

CANADA'S DIGITAL COLLECTIONS PROGRAM
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>												
<p><i>Youth participation: (cont'd)</i></p>	<p>* Source: Youth information from input questionnaires received by Canada's Digital Collections Program as at March 31.</p> <p>** Source: Canada's Digital Collections Program data bank.</p> <p>Geographical distribution of Digital Collections by official minority language communities in 1998-99:</p> <table border="0"> <tr> <td>Prince Edward Island:</td> <td>3 projects</td> </tr> <tr> <td>Saskatchewan:</td> <td>1 project</td> </tr> <tr> <td>Ontario:</td> <td>3 projects</td> </tr> <tr> <td>Quebec:</td> <td>12 projects</td> </tr> <tr> <td>New Brunswick:</td> <td>1 project</td> </tr> <tr> <td>Total:</td> <td>20 projects</td> </tr> </table>	Prince Edward Island:	3 projects	Saskatchewan:	1 project	Ontario:	3 projects	Quebec:	12 projects	New Brunswick:	1 project	Total:	20 projects
Prince Edward Island:	3 projects												
Saskatchewan:	1 project												
Ontario:	3 projects												
Quebec:	12 projects												
New Brunswick:	1 project												
Total:	20 projects												
<p><i>Sensitization:</i></p> <p>As a fair number of projects will be delivered by partners on behalf of Industry Canada, they must honour the commitments that Industry Canada makes under Section 41 of the <i>Official Languages Act</i>.</p>	<p>Ongoing</p>												

CANADA'S DIGITAL COLLECTIONS PROGRAM
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Evaluation:</i></p> <p>Under the evaluation framework of Canada's Digital Collections Program, the department will check, <i>inter alia</i>, the impact of the program on official language minority communities.</p>	<p>Data is being collected.</p>
<p align="center"><i>Other Achievements</i></p> <p>Industry Canada created a new program that specifically reaches Canada's Francophone communities: <i>Francommunautés virtuelles</i> (see the section devoted to this program).</p>	

Contacts: Nora Hockin, (613) 998-1206
 Guy Parent, (613) 952-9639

**COMMUNITY ACCESS PROGRAM
Achievement Report 1998-1999**

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p>Promotion:</p> <p>Industry Canada will focus some of its Community Access Program (CAP) promotion efforts on the official language minority communities (1998-1999 to 1999-2000).</p>	<p>To promote the program, CAP maintained its partnership with provincial associations such as the Consortium Internet franco-ontarien, the Association canadienne-française de l'Alberta and the Association francophone de Campbell River, which is mandated by the Fédération des francophones de la Colombie-Britannique. In addition, it held consultations with the Société franco-manitobaine.</p> <p>In 1998-1999, 35 new community access centres were approved in Francophone communities outside Quebec, and two were approved in Anglophone communities in Quebec. Since the launching of the program, more than 150 minority official language communities have received assistance from CAP.</p> <p>A CAP representative attended the meeting regarding the development of the Télécommunauté acadienne et francophone de l'Atlantique on April 3, as well as the Symposium on the future of Newfoundland and Labrador Francophone and Acadian communities in May. She also attended the conference of the Association française municipale de l'Ontario, the official languages conference in September, and the Salon vision femmes in October in Prince Edward Island.</p>

COMMUNITY ACCESS PROGRAM
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Promotion: (cont'd)</i></p>	<p>CAP mandated one of its representatives to participate at a consultation day with national Francophone associations and at the National Symposium on Canada's Official Languages.</p> <p>A CAP representative attended numerous openings of Francophone Community Access Centers (CACs) in Ontario, for example, the openings in St. Albert, Ingleside, Cornwall and Clarence Creek.</p> <p>Program promotion was initiated with representatives from the British Columbia Francophone associations in the communities of Comox Valley, Campbell River and Courtenay.</p>
<p><i>Awareness:</i></p> <p>Because communications are so essential to the survival of official language minority communities, CAP spokespersons will make the members of the provincial selection committees and of the National Advisory Committee more aware of the strategic importance of the program for a number of these communities (1998-1999 to 2000-2001).</p>	<p>The CAP regional managers made the members of their selection committees more aware of the program's importance for minority communities.</p> <p>A CAP representative presented the program to the Francommunautés virtuelles Advisory Committee.</p>

**COMMUNITY ACCESS PROGRAM
Achievement Report 1998-1999**

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Representation and Agreements:</i></p> <p>Most of the provincial selection committees and the National Advisory Committee will have at least one member from the official language minority communities (1998-1999 to 2000-2001).</p>	<p>In Ontario, CAP created a Francophone subcommittee to evaluate the proposals submitted by the province's Francophone communities.</p> <p>Agreements were concluded with the provinces of Newfoundland, Prince Edward Island, Nova Scotia, New Brunswick, Saskatchewan and British Columbia and with the Yukon. CAP identified a resource person at the regional office to assist Francophone communities wishing to present a CAP proposal.</p>
<p><i>Projects in urban areas:</i></p> <p>There is a plan to test a few pilot community access projects in urban areas and to solicit one or two proposals from official language minority groups whose members are geographically scattered but part of one virtual community.</p>	<p>Work is still under way in connection with the pilot project that was carried out in Alberta, at the Franco-cité in Edmonton. The program has been expanded and will not only enable 5,000 rural communities to gain access to CAP, but also make possible the creation of 5,000 CACs in urban neighbourhoods throughout Canada.</p>

**COMMUNITY ACCESS PROGRAM
Achievement Report 1998-1999**

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Youth Employment:</i></p> <p>Thanks to the Youth Employment Strategy, each official language minority community that has a CAP project will have access to the services of a young person for 12 weeks, with a view to helping that young person achieve his or her objectives (1998-1999).</p>	<p>The Youth Employment Program enabled more than 200 young persons to work in French at CACs outside Quebec. It also enabled four young persons to work in English at Quebec CACs.</p>
<p><i>Evaluation:</i></p> <p>In the context of evaluating CAP, the department will verify in particular the program's impact on the official language minority communities.</p>	<p>The program evaluation was done and the report submitted on February 16.</p>
<p align="center"><i>Other Achievements</i></p> <p>CAP is continuing its efforts to accelerate and increase Francophones' access to the Information Highway (through, for example, the creation of promotional material and a process of consultation with the Francophone and Acadian communities to determine their expectations and needs, and the best ways to respond to them).</p>	

Contact: Michel Carrière, (613) 954-3477

COMPUTERS FOR SCHOOLS PROGRAM
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
Distribute to minority Francophone and Anglophone organizations the list of contacts in their province responsible for processing requests for computers and software under the Computers for Schools Program.	A memorandum of understanding was concluded with Public Works and Government Services Canada in the context of implementation of Section 41 of the <i>Official Languages Act</i> . This memorandum is intended to facilitate access to surplus computers for official language minority communities.
Ensure that current information on the program and request forms are available (Web site: http://www.schoolnet.ca/cfs-ope).	All information is available on the Web. It is easy to access and is updated regularly.
Invite minority Francophone and Anglophone associations to dial the toll-free line (1-800-268-6608) for further information.	Official language minority community associations that use the Web site are invited to call a toll-free line. Information can also be obtained by contacting individuals responsible for the program in each region.
Inform all regional steering committees that Industry Canada is committed to implementing Section 41 of the <i>Official Languages Act</i> (July 1997).	The regions signed a licence agreement requiring them to submit, by March 31 each year, a report on the number of computers delivered to official language minority schools.
Invite minority Francophone and Anglophone schools to register by faxing their addresses and phone numbers to (613) 957-1201, so they can be contacted to collect information about computer distribution to minority Francophone and Anglophone school boards.	The program is advertised in schools and school boards by corporations that manage the program in each region.

COMPUTERS FOR SCHOOLS PROGRAM
Achievement Report 1998-1999

*Proposed Measures and Initiatives
in Support of Section 41*

Achievements

Other Achievements (January 1, 1998 to December 31, 1998)

Following the signing of a cooperation agreement with Public Works and Government Services Canada, the Computers for Schools Program (CSP) donated 136 computers to non-profit organizations working on the development and vitality of minority Anglophone and Francophone communities.

Computers are distributed according to the needs of each school board or school. No request from official language minority schools has been turned down. In collaboration with education departments, non-profit organizations that manage the program in each province decide the ratio of computers/students.

The British Columbia CSP provided 5,325 computers to schools, 14 of them to Francophone schools. The Francophone community accounts for 1.3% of the province's population.

The Alberta CSP provided 5,504 computers to schools, 123 of them to Francophone schools. The Francophone community accounts for 1.8% of the province's population.

The Saskatchewan CSP provided 2,400 computers to schools, 24 of them to Francophone schools. The Francophone population accounts for 1.9% of the province's population.

The Manitoba CSP provided 3,870 computers to schools, 550 of them to Francophone schools. The Francophone population accounts for 4.2% of the province's population.

The Ontario CSP provided 18,233 computers to schools, including 764 to Francophone schools. The Francophone population accounts for 4.2% of the province's population.

COMPUTERS FOR SCHOOLS PROGRAM
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
	<p>The Quebec CSP provided 9,962 computers to schools, including 260 to Anglophone schools. The Anglophone population accounts for 7.9% of the province's population.</p>
	<p>The New Brunswick CSP provided 1,857 computers to schools, 449 of them to Francophone schools. The Francophone population accounts for 31.8% of the province's population.</p>
	<p>The Prince Edward Island CSP provided 534 computers to schools, including 25 to Francophone schools. The Francophone population accounts for 4.1% of the province's population.</p>
	<p>The Yukon CSP provided 30 computers to schools, with none to Francophone schools as they were already equipped with computers and, in many instances, more advanced equipment. The Francophone population accounts for 3.5% of the territory's population.</p>
	<p>The Nova Scotia CSP provided 3,085 computers to schools, including 22 to Francophone schools. The Francophone population accounts for 3.7% of the province's population.</p>
	<p>The Newfoundland CSP provided 1,425 computers to schools, including 30 to Francophone schools. The Francophone population accounts for 0.4% of the province's population.</p>
	<p>The Northwest Territories CSP provided 80 computers to schools, including 5 to Francophone schools. The Francophone population accounts for 2.0% of the territory's population.</p>

Contacts: Pierre Gendron, (613) 993-2397
 Sylvie Chagnon, (613) 941-4975

FRANCOMMUNAUTÉS VIRTUELLES
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<i>Creation of an Advisory Committee:</i>	A National Advisory Committee with Francophone representatives from the ten provinces, three territories and national organizations has been created. Representatives of Canadian Heritage and Human Resources Development Canada also sit on the committee as associate members.
<i>Evaluation:</i>	Development of an evaluation framework for the program is currently in progress.
<i>Selection process:</i>	An external Selection Committee has been created, with suggestions from Advisory Committee members, for the second phase of the program (1999-2000).
<i>Consultation:</i>	The Advisory Committee held three meetings in 1998-99 to discuss the program's terms of reference and its future. The intention is to continue this approach to keep the program flexible and to meet communities' changing needs for information and communications technologies.

FRANCOMMUNAUTÉS VIRTUELLES
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Promotion/Dissemination of information:</i></p>	<p>The program was officially announced by the Honourable Ronald J. Duhamel in Winnipeg on March 19.</p> <p>Web site created: http://francommunautes.ic.gc.ca</p> <p>A news release was distributed to more than 450 Francophone and Acadian organizations across Canada, inviting them to participate in the program.</p> <p>Francophone and Acadian communities have been invited to call a toll-free number for more information about the program (1-800-268-6608) or to obtain details of the Invitation to Submit Proposals.</p> <p>Links have been established with other programs of the Information Highway Applications Branch (Community Access Program, Digital Collections and so on) and the department (Strategis, Industry Canada's Year of La Francophonie in Canada Web site).</p>

FRANCOMMUNAUTES VIRTUELLES
Achievement Report 1998-1999

*Proposed Measures and Initiatives
in Support of Section 41*

Achievements

Other Achievements

During the program's pilot phase, 32 projects across Canada received contributions to implement projects related to new technologies. The results of the pilot phase are proving very positive. A new Invitation to Submit Proposals for the program was issued during the first week of April and ended May 14, 1999.

There has been discussion with other departments (Canadian Heritage, Human Resources Development Canada) about the possibility of investing added resources in the Francommunautés virtuelles program. Canadian Heritage invested \$200,000 in the program in 1998-1999, allowing us to fund more projects.

Contacts: Nora Hockin, (613) 998-1206
Jacqueline Lalonde, (613) 941-4948

SCHOOLNET
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
Information about technical requirements related to the use of French on the Internet on SchoolNet will be provided to facilitate access by Francophone groups across Canada.	Distribution of the magazine <i>SchoolNet Off-line</i> goes to all schools across Canada (three times per school year). Also, SchoolNet has a program for education called Boîte à outils scolaire. It provides hardware and software free or at minimal cost.
As the culture and educational resources available through the Internet are mostly in English, special efforts are under way to develop content relevant to the Francophone educational material.	Many programs such as La Toile scolaire and Rédaction de Rescol help create and post French content on the Internet. Moreover, SchoolNet partially funded many projects, such as l'Encyclopédie francophone, Porte-Folio, le Réseau des villages virtuels, which produce French educational content on the Internet.
The SchoolNet Advisory Board has set up a committee concerning francophones. Its main focus is content, with occasional discussion of technical issues.	Non-applicable. However, SchoolNet is in direct consultation with the Franccommunautés virtuelles program.
Conduct research on the socio-demographic profiles of SchoolNet and Internet users.	A study by Infobourg (Septembre média) is in progress. They will evaluate the use of the cyberspace by the education field. Results will be available in the fall of 1999.
Encourage the submission of projects under the Grassroots Projects Program from official language minority groups (two projects per quarter until 1998-99).	To increase visibility and promotion of the program, SchoolNet created partnerships with most provinces. To date, 59 Francophone projects outside Quebec and approximately 160 Francophone projects in Quebec have been approved. Three Anglophone projects in Quebec have been approved.

SCHOOLNET
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
All schools in Canada will receive information about SchoolNet every school year (fall 1997 and 1998).	Distribution of the magazine <i>SchoolNet Off-line</i> goes to all school across Canada (three times per school year). Also, SchoolNet Today is available on the SchoolNet Web site at anytime of the day, seven days a week.
The evaluation framework of SchoolNet will include an element covering the impact of the program on official language minority communities.	It will be included with the evaluation of the program.

Contacts: Élise Boisjoly, (613) 998-7166
Frédéric Nolin, (613) 952-5890

STRATEGIS
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Collecting information in French:</i></p> <p>The team formed in the Quebec Regional Office to find new sources of information in French, improve the French-language content of Strategis, add more hypertext links to French sites and play a key role in quality control of French-language content is continuing its efforts.</p>	<p>Industry Canada is always looking for alternatives for building its French information collection because of the prohibitive costs associated with the purchase of French content from other sources. Options include finding additional content from federal sources, partnerships, and the establishment of additional links to French sites. The Chief Information Officer (CIO) negotiates such arrangements and has purchased advertising space on several value-added French Web sites, such as Avantage Internet Réseau d' Affaires, Journal de Montréal, Toile du Québec (commerce et économie), TVA, Économedia, Toile du Québec (consommateur), Branchez-vous, Le Devoir, Quicken français, Sympatico, and Hebdo Net and in some publications, such as <i>Les Affaires</i> October/98, <i>En Route</i> December/98, <i>L'usine</i> February/99, <i>Revue Commerce</i> March/99 and <i>PME</i> April/99, that target specific client groups.</p>
<p><i>Document summaries:</i></p> <p>We will continue to prepare, in the other official language, summaries of documents from non-federal sources that are available on Strategis in only one language. These summaries are available to Headlines subscribers.</p>	<p>The weekly e-mail service, Headlines, offers a short précis in both official languages for documents newly published or modified. Documents from non-federal sources are not translated, nor are they summarized in the other official language for reasons of copyright.</p>

STRATEGIS
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Information sessions and presentations:</i></p> <p>Teams are available to offer presentations or demonstrations on Strategis to official language minority business groups and community associations everywhere in Canada.</p>	<p>During presentations, meetings or trade shows, teams from headquarters or regional offices offer the possibility of interacting in the other official language. (For sessions offered by local promotion teams, please refer to the achievement reports of the regional offices).</p>
<p><i>Search software:</i></p> <p>We will continue to evaluate search software that uses a French-English dictionary to translate key words automatically.</p>	<p>The CIO developed two prototypes for keyword searches in bilingual mode, one using Termium, and the other, la Banque de terminologie du Québec (Linguatex). Response time testing was conclusive and focus groups assessed the merits and the functionality of both options. The Termium module was chosen and is available on the Strategis main menu.</p>
<p><i>Evaluation:</i></p> <p>As part of the evaluation of the Student Connection Program, Industry Canada will assess the impact of Strategis on the minority communities.</p>	<p>Refer to the section prepared by the Student Connection Program.</p>

STRATEGIS
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Analytical grid for the quality of French:</i></p> <p>CIO has developed a grid for analysing the quality of French. All the new products, and products reissued on a large scale, will be checked before being transferred to Strategis. Products already published on Strategis, or reissued on a smaller scale, will be checked on an ad hoc random basis for the quality of their language.</p>	<p>Work at this level is accomplished on a case-by-case basis. New collections that were the object of French language Quality Assurance include Credit Card Cost Calculator, Retailing on the Internet: A Guide, TradeBytes, Guides to Canadian Industries, Office of the Ethics Counsellor, Corporate Law Policy Directorate, Business Intelligence Express (BIX), On-line Unclaimed Dividends Search Service from Office of the Superintendent of Bankruptcy, Net Gain, and Sources of Financing.</p>

Contact: Louis R. Doyle, (613) 954-2390

STUDENT CONNECTION PROGRAM
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Selection process:</i></p> <p>Industry Canada will directly contact Chambers of Commerce and official language minority associations to ensure that their members are made aware of the training. Information on the program can be found at: http://www.scp-ebb.com</p>	<p>Industry Canada has encouraged Student Connection Program (SCP) administrative centres to promote their services to Chambers of Commerce and official language minority associations. Many administrative centres have made presentations to Chambers across Canada, in collaboration with program sponsor CIBC.</p>
<p><i>Training in the language of the business:</i></p> <p>The administrative centres (the universities and colleges selected to administer this program) will service specific areas. They will offer training in the language of the business receiving such training.</p>	<p>SCP services are available in both official languages from coast to coast. All administrative centres have the capability for quick and efficient service of official language minority clients in their communities. As a result, 46% of Student Business Advisors are bilingual.</p>
<p><i>Participation of official language minority universities and colleges:</i></p> <p>Industry Canada will ask colleges and universities to encourage their students to participate in the program.</p>	<p>As of April 30, 1999, SCP has 14 administrative centres. One centre is hosted at an Anglophone college in Quebec, and three are at Francophone schools outside Quebec.</p>

STUDENT CONNECTION PROGRAM
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Evaluation:</i></p> <p>In the evaluation framework of SCP, Industry Canada will verify, <i>inter alia</i>, the impact of the program on official language minority communities.</p>	<p>Industry Canada continuously evaluated the delivery of SCP services to official language minority communities across the country, and has ensured that all services are available in both official languages.</p>
<p align="center"><i>Other Achievements</i></p> <p>As part of the Youth Employment Strategy (YES), SCP was scheduled to end in March. However, YES has extended SCP for two more years, at which time a review will be made to consider the program for permanency. SCP has developed a very effective system of service delivery, having reduced the number of administrative centres while increasing productivity and revenues.</p>	

Contact: Tanis Knowles, (613) 954-3437

**CANADA BUSINESS SERVICE CENTRES
Achievement Report 1998-1999**

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Client tracking:</i></p> <p>A quarterly reporting system monitors service in both official languages and tracks individual site performance, including initiatives in implementing Section 41.</p>	<p>The Client Tracking System is now operational in all 12 Canada Business Service Centres (CBSC).</p>
<p><i>Information products:</i></p> <p>New information products will continue to be added to the CBSC Web site in both official languages.</p>	<p>A Web-based bilingual business planning tool was launched by the CBSCs in March (See http://www.cbsc.org/ibp)</p>
<p><i>Awareness:</i></p> <p>The CBSC bilingual newsletter <i>InterConnexion</i> was established in spring 1996.</p> <p>Industry Canada will continue to ask its managing partners to consider the spirit of Section 41 when preparing their business plans.</p>	<p><i>InterConnexion</i> continues to be published quarterly and reports on trends and success stories.</p> <p>Ongoing.</p>

CANADA BUSINESS SERVICE CENTRES
Achievement Report 1998-1999

*Proposed Measures and Initiatives
in Support of Section 41*

Achievements

Other Achievements

About a quarter of the documents requested on the CBSC Web site are French-language material. Additional CBSC regional access sites are being created across Canada, some serving Francophone communities. At the recent opening of the site in St. Pierre Jolys, Manitoba, the French version of the CBSC's Interactive Business Planner was launched by Secretary of State Ronald J. Duhamel.

Contact: Vicki Kohse, (613) 954-4966

CANADIAN INTELLECTUAL PROPERTY OFFICE
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Seminars on intellectual property:</i></p> <p>The Canadian Intellectual Property Office (CIPO) will continue to offer a total of 24 seminars or presentations on intellectual property (an average of eight per year for each year of the 1997-2000 Plan) to official language minority groups in the language of the group.</p>	<p>During the 1998-99 fiscal year, CIPO staff gave 10 seminar presentations on intellectual property to official language minority groups across Canada.</p>
<p><i>TechSource:</i></p> <p>CIPO will attach bilingual abstracts to all newly published Canadian patent documents. These abstracts will also be accessible electronically in both official languages through TechSource.</p>	<p>During the 1998-1999 fiscal year, CIPO attached bilingual abstracts to all newly published patent documents (applications and grants). These abstracts were also made available through the Techsource system.</p>

Contact: Bill MacDougall, (819) 997-2745

COMPETITION BUREAU
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Information sessions and presentations:</i></p> <p>Selective presentations on the <i>Competition Act</i> and the consumer product programs will be delivered in the language required by the audience. Participants are encouraged to ask their questions in the official language of their choice.</p>	<p>We delivered approximately 10 presentations on the <i>Competition Act</i> and the consumer product programs. All of these presentations were delivered in the language of our client's choice and participants were invited to ask their questions in the official language of their choice.</p>
<p><i>Competition information in French:</i></p> <p>The Bureau will work towards locating French-language sites offering information on competition law and/or related matters and integrate them into its Home Page.</p>	<p>We offer and promote all our public information documents on our Web site in both official languages.</p>
<p><i>Business shows:</i></p> <p>Bilingual capacities are provided at all times. Participants at these shows are encouraged to conduct their business with the Bureau's staff in the language of their choice.</p>	<p>We participated in more than 12 business shows across Canada. At each of these shows, there were bilingual staff at all times providing information in the language of our clients' choice.</p>

COMPETITION BUREAU
Achievement Report 1998-1999

*Proposed Measures and Initiatives
in Support of Section 41*

Achievements

Other Achievements

Our Information Centre provides information in the language of our clients' choice. The Centre receives approximately 2,500 telephone calls per month.

Contacts: Sally Southey, (819) 994-4944
Loraine Lafleche, (819) 953-9760

OFFICE OF CONSUMER AFFAIRS
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p>Web site:</p> <p>Consumer Connection is the largest consumer Web site in Canada. The Office of Consumer Affairs (OCA) will list Consumer Connection/Carrefour des consommateurs on major Internet search engine directories (Infoseek, Yahoo Canada, Toile du Québec, Carrefour.net, Yahoo France, etc.).</p>	<p>Consumer Connection/Carrefour des consommateurs is now listed by major French and English search engine directories. 26% of visitors link to Consumer Connection from search engines. Currently, 25% to 28% of Consumer Connection users are Francophones.</p>
<p>Search for French-language Web site:</p> <p>OCA will continue to search for French-language Web sites that provide consumer information and add them to the Consumer Help Desk of Consumer Connection. The Consumer Help Desk provides a list of Web sites with answers for consumers who have questions either before or after they buy a product or service.</p>	<p>In the last year, the number of French consumer sites have more than doubled on the Internet. Currently, French sites represent about 30% of all links posted on Consumer Connection.</p>
<p>Launch of new products:</p> <p>When launching new information products on Consumer Connection, OCA will send press releases or information kits to both official language minority groups. Upcoming products include Customer First!, update of Financial Service Charges Calculator, and Annual Report Card on Financial Service Charges.</p>	<p>OCA launched its first annual financial service charges report in February, and received an unprecedented 85 radio and television spots and 40 printed articles in media across the country.</p>

OFFICE OF CONSUMER AFFAIRS
Achievement Report 1998-1999

*Proposed Measures and Initiatives
in Support of Section 41*

Achievements

Other Achievements

In March, OCA promoted Consumer Connection/Carrefour du consommateur on the Internet. Banner ads were placed on the following sites: Sympatico, Chatelaine, Auto Trader, HebdoNet, Canoe, CBC, la Toile du Québec and TVA.

In total 996,087 banner ads appeared from March 1 to 30. This campaign attracted 7,754 new users to the Web site during this period. French sites had higher click-through rates. In general, French banner ads do better than English ads because there are a limited number of quality French sites, and French users are actively searching for new sites.

Contact: Jean-Baptiste Renaud, (613) 952-1915

INTERNATIONAL TRADE CENTRES
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>WIN registration:</i></p> <p>WIN Exports is a database of Canadian exporters and their capabilities. It can be accessed in both official languages by export counsellors and, likewise, companies can submit information and profiles in both French and English. The Internet address is: http://www.dfait-maeci.gc.ca/trade/memu-e.asp</p>	<p>Companies from official language minority communities continue to be registered in this database.</p>
<p><i>ExportSource:</i></p> <p>ExportSource is Team Canada Inc's on-line resource for export information to potential and active exporters. It brings together information from federal departments and agencies with links to provincial departments and the private sector. The Internet address is: http://www.exportsource.gc.ca</p>	<p>ExportSource integrates, on a continuing basis, information holdings provided by its twenty federal departments and agencies, which include links to provincial partners.</p> <p>ExportSource continues to be marketed at trade shows and events, including small and medium-sized enterprise (SME) info-fairs, and ensures that information and resource personnel are available to meet the needs of linguistic minorities in communities.</p>

**INTERNATIONAL TRADE CENTRES
Achievement Report 1998-1999**

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p>Communications:</p> <p>Each Regional Trade Network has been promoting its services to ensure that Canadian firms are aware of the export support services available to them.</p>	<p>Promotional materials are distributed at small business info-fairs across the country, many of which are held in official language minority communities. Materials are produced in the region and are available in both official languages.</p> <p>A Team Canada Inc presentation has been produced by International Trade Centre (ITC) Quebec. The presentation, which is offered in both official languages, has been specifically offered to English-speaking audiences in Quebec on several occasions.</p>
<p>Trade Missions:</p> <p>Efforts have been made to promote the participation of both English and French business representatives on trade missions originating, in particular, in Quebec and New Brunswick.</p>	<p>ITC NB organized a successful mission to Lafayette, Louisiana in May, where 17 Acadian business representatives from the four Atlantic provinces took part.</p>
<p>Note: For further information on initiatives and achievements, please consult the regional sections of this report.</p>	

Contact: Lyse St-Jacques-Ayoub, (613) 941-0323

INTERNAL SUPPORT MECHANISMS
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<i>Consultations/Familiarization:</i>	<p>Industry Canada participates fully in consultations with community associations organized by Canadian Heritage.</p> <p>Industry Canada participated in a consultation day between the national coordinators of federal departments and representatives of national Francophone organizations on October 19, and in the National Symposium on Canada's Official Languages.</p> <p>The role and importance of the regional departmental team responsible for implementing Section 41 of the <i>Official Languages Act</i> in Industry Canada were supported by the Regional Executive Directors. This team met on December 3 and 4.</p> <p>The Honourable Ronald J. Duhamel met with the Équipe francophonie (consisting of representatives of the Francophone and Acadian communities across Canada) on November 2, to discuss the development of the communities and renewal of the official languages budget in the context of Canadian Heritage programs.</p>

INTERNAL SUPPORT MECHANISMS
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<i>Consultations/Familiarization: (cont'd)</i>	<p>Diane Vincent, Assistant Deputy Minister of the Operations Sector, met several times with members of the Fédération des communautés francophones et acadienne du Canada. She also met with members of francophone associations in British Columbia, Manitoba, Ontario and Nova Scotia.</p> <p>Submission of the 1997-98 Achievement Report to the Departmental Management Board on June 18.</p>
<i>Distribution of the Action Plan and materials related to Section 41:</i>	<p>Distribution of action plans (national and regional) and Achievement Reports to the main national and provincial Francophone organizations, senior management in the department, all national coordinators in the departments targeted by Section 41 and all provincial coordinators at Canadian Heritage.</p> <p>The Action Plan is available on the Internet at the following address: http://info.ic.gc.ca</p> <p>Distributed newsletters prepared by the National Committee for Canadian Francophonie Human Resources Development, as well as Canadian Heritage's 41-42 Bulletin to senior managers in the department and officers who provide services and programs.</p>

INTERNAL SUPPORT MECHANISMS
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<i>National Committee for Canadian Francophonie Human Resources Development:</i>	<p>Participated in committee meetings and working groups.</p> <p>Meeting of representatives of the Francophone communities with the Deputy Minister to discuss the Memorandum of Understanding and their expectations and needs.</p>
<i>Interdepartmental coordination:</i>	<p>Establishment of the Comité consultatif des francocommunautés virtuelles, consisting of a representative of the Francophone community of each province and territory and associate members from other departments. This committee not only provides advice on the Francocommunautés virtuelles program, but also plays an advisory role on the development of other programs.</p> <p>Participation in several advisory committees:</p> <ul style="list-style-type: none"> • reflection on the Action Plan • evaluation framework • interdepartmental fund <p>Diane Vincent, Assistant Deputy Minister of the Operations Sector, participated in the first meeting of official languages champions on December 3.</p>

INTERNAL SUPPORT MECHANISMS
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<i>Inclusion of Section 41:</i>	<p>Included implementation of Section 41 in Industry Canada's Business Plan and a number of regional and sectoral plans.</p> <p>Presentation to the Deputy Minister's Departmental Briefing Committee on March 10, by Diane Vincent, on the official language principles guiding the preparation and analysis of submissions to Treasury Board. The Operations Sector is developing a departmental policy to ensure that this new measure is adopted in Industry Canada in order to better meet our commitment and the needs of the official language minority communities.</p>
<i>Year of La Francophonie in Canada:</i>	<p>Industry Canada has developed a departmental strategy, programming and a communication plan to celebrate in a major way the Year of La Francophonie in Canada. Many activities are planned to make employees more aware of the contribution of La Francophonie and our commitment to the Francophone communities.</p>

INTERNAL SUPPORT MECHANISMS
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<i>Year of La Francophonie in Canada: (cont'd)</i>	<p>The official launch took place on March 23 in Ottawa with John Manley and Ronald J. Duhamel participating. On this occasion, the department unveiled its new site dedicated to the Year (http://icfrancophonie.ic.gc.ca) which contains information on its programs and services, examples of major achievements in Francophone communities, as well as hyper-links to connecting sites.</p> <p>A special budget has been allocated to celebrate this event across Canada and participate in events related to the Summit. To this end, partnerships have been developed with other sectors, regions, departments and agencies.</p>

Contacts: Dominique Veilleux, (613) 954-4083
Louise Fournier, (613) 957-8509

**ATLANTIC REGION
Achievement Report 1998-1999**

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p>Consultations:</p> <p>Maintain a proactive consultation process with the Francophone community by participating in the meetings organized by the Department of Canadian Heritage each year.</p> <p>Attend monthly meetings and regularly attend business and/or cultural gatherings, launchings, receptions and other events in official language minority communities in order to better understand their needs and to better explain the department's mandate and programs to them.</p> <p>Sit on various sub-committees established during annual consultation meetings and provide advice.</p>	<p>Secretary of State Ronald J. Duhamel and the Regional Executive Director took part in consultations in Corner Brook and in Halifax in May. Consultations were also held in December in Newfoundland, along with the presentation Connecting Canadians.</p> <p>In every Atlantic province, we participate in Francophone cultural, business and government events. In New Brunswick especially, the level of activity is particularly intense because of the Francophone Summit in 1999 in Moncton.</p> <p>We attended meetings called by associations such as the Fédération acadienne de la Nouvelle-Écosse (October), the Société éducative de l'Ile-du-Prince-Édouard (June), the Fédération des Francophones de Terre-Neuve et du Labrador (May), and the Société des Acadiens et Acadiennes du Nouveau-Brunswick (September).</p>

**ATLANTIC REGION
Achievement Report 1998-1999**

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Employee and management awareness:</i></p> <p>Continue to make employees and managers aware of the importance of Section 41 in the implementation of departmental programs through information sessions and management meetings.</p>	<p>All managers are aware of the importance of complying with the provisions of Section 41, and this message is regularly impressed upon all employees.</p>
<p><i>Information technology and Information Highway:</i></p> <p>Distribute information on the discussions of the Information Highway Advisory Council to publicize Canada's policy on the Information Highway.</p> <p>Keep abreast of the activities of the New Brunswick Information Highway Secretariat and provide the necessary follow-up.</p> <p>Participate in any activity further to the conference on the Information Highway for Francophone communities.</p> <p>Sit on various Information Highway sub-committees made up of Francophone community representatives, if applicable.</p>	<p>Information documents on the Connecting Canadians program were distributed to all Francophone and Acadian groups in the region by the end of November.</p> <p>There are Information Highway secretariats (or similar organizations) in every Atlantic province, and we keep abreast of their activities.</p> <p>We took part in the follow-up to the conference, particularly the consultation in April on the TAFE project (Acadian and Francophone telecommunity of Atlantic Canada).</p> <p>We play an active role in the committees created in the four Atlantic provinces on Information Highway issues.</p>

**ATLANTIC REGION
Achievement Report 1998-1999**

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Information technology and Information Highway: (cont'd)</i></p>	<p>We help the Francophone community find funding for its Information Highway projects, and encourage it to use the Information Highway to preserve its language and culture.</p> <p>We are an <i>ex-officio</i> member of the Atlantic Commission of Smart Communities, set up in January by a dozen Francophone groups throughout the Atlantic Region. We have attended three meetings to date, including the first, where we presented the Connecting Canadians concept.</p>
<p><i>Centre international pour le développement de l'inforoute en français (national) (CIDIF):</i></p> <p>Supervise and provide assistance of a policy and/or technical nature as needed.</p>	<p>We keep abreast of CIDIF's activities, which are increasingly focussed on preparations for the Francophone Summit in Moncton in 1999. A CIDIF representative sits on the Comité consultatif pour la mise en place du réseau des communautés virtuelles de langue française (advisory committee on establishment of a network of French language virtual communities).</p>
<p><i>Computers for Schools Program:</i></p> <p>Ensure that a percentage of the computers to be replaced are provided to minority language schools.</p>	<p>Computers are distributed according to the proportion of the Francophone school population in every province.</p>

**ATLANTIC REGION
Achievement Report 1998-1999**

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Computers for Schools Program: (cont'd)</i></p> <p>Meet with Computers for Schools officials to make them aware of the needs of Francophone communities.</p>	<p>Pierre Gendron (Director, Computers for Schools) visited the Atlantic Region in the summer of 1998 and met with representatives of the Francophone communities.</p>
<p><i>SchoolNet:</i></p> <p>Actively promote SchoolNet by establishing direct contacts with provincial departments of education, local school boards and minority language schools.</p>	<p>SchoolNet representatives (Élise Boisjoly and Frédéric Nolin) visited the Atlantic Region during the summer of 1998 to meet with provincial officials. We are in regular contact with these groups.</p> <p>StemNet, our SchoolNet partner in the province of Newfoundland and Labrador, has hired someone to work directly on the development of this program for the province's Francophone community.</p>
<p><i>Digital Collections:</i></p> <p>Actively promote the program to official language minority communities and their associations.</p>	<p>We take advantage of any meeting with youth groups (for example, the Round Table on Youth in Campbellton in October, in preparation for the Francophone Summit) to explain all the Information Highway programs.</p>

**ATLANTIC REGION
Achievement Report 1998-1999**

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<i>Digital Collections: (cont'd)</i>	We are working with the Université de Moncton School of Engineering to promote science and technological applications.
<p><i>Community Access Program (CAP):</i></p> <p>Actively promote the program to official language minority communities and their associations.</p>	<p>Between April 1 and March 31, 18 new Francophone CAP sites went on line in New Brunswick and one in Prince Edward Island. So far, seven applications have been received in Nova Scotia, but are still going through the approval process. Newfoundland has one Francophone CAP site, and its community is developing others.</p> <p>The CAP site in St-Joseph du Moine was one of two sites visited by the Honourable John Manley in February, to announce a cooperative agreement on CAPs with Nova Scotia.</p>
<p><i>Student Connection Program (SCP):</i></p> <p>Advertise SCP and encourage students to use it to increase the Information Highway-related knowledge base within official language minority communities.</p>	We take advantage of any meeting with youth groups to explain all the Information Highway programs.

**ATLANTIC REGION
Achievement Report 1998-1999**

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Strategis:</i></p> <p>Promote the use of Strategis for the distribution of departmental information.</p> <p>Encourage the main Francophone associations to promote Strategis among official language minority communities.</p>	<p>We take part in information fairs in Francophone communities (particularly in New Brunswick). They provide good opportunities to promote Strategis as a source of French-language business and government information.</p>
<p><i>Youth Employment Strategy and Science and Technology:</i></p> <p>Inform official language minority community groups about the Strategy, in conjunction with Industry Canada programs, such as Community Access Program, Student Connection and Computers for Schools.</p>	<p>We take advantage of any meeting with youth groups to explain all the Information Highway programs.</p>
<p><i>Information:</i></p> <p>As much as possible, participate in activities such as trade shows, exhibitions and conferences to distribute information on departmental programs and services.</p> <p>Continue to ensure that news releases, ads and information bulletins are forwarded simultaneously to both French-language and English-language press agencies.</p>	<p>We take part in information fairs in Francophone communities (particularly in New Brunswick). They provide good opportunities to promote information on French Information Highway programs.</p> <p>The Francophone media are an integral part of our media contact list (e.g. two Francophone journalists took part in a media round table with Minister Manley in August in Moncton). <i>Le Gaboteur</i> publishes articles on Connecting Canadians programs.</p>

ATLANTIC REGION
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Information: (cont'd)</i></p> <p>Promote Strategis and its use as a source of departmental information.</p>	<p>We offer Strategis demonstrations at the annual meetings of Francophone and Acadian organizations.</p>
<p><i>International Trade:</i></p> <p>Actively promote the department's international trade programs to Francophone communities.</p> <p>Continue to distribute an information brochure on Team Canada-type trade missions.</p>	<p>We organized a trade mission to Louisiana with Acadian firms in the summer of 1998.</p> <p>We participate in the activities of the Conseil économique du Nouveau-Brunswick, a province-wide Francophone business organization. For example, the Honourable John Manley took part in a business lunch organized by the Conseil in August in Moncton.</p>
<p><i>Francophonie 1999:</i></p> <p>Keep informed about matters relating to Moncton's application to hold the Francophone Summit in 1999, and provide the necessary support.</p>	<p>We play an active role on committees set up to organize the Francophone Summit. We are involved in providing logistical support, the content of the preparatory conferences and the Summit itself. We are working with other department officials to develop an Industry Canada strategy for the Year of La Francophonie in Canada and the Francophone Summit.</p>

ATLANTIC REGION
Achievement Report 1998-1999

*Proposed Measures and Initiatives
in Support of Section 41*

Achievements

Other Achievements

We organized a Connecting Canadians day in Prince Edward Island in the Évangéline region on November 28. Our main partner was the Société éducative de l'Île-du-Prince-Édouard, headed by Mr. Aubrey Cormier. This region was chosen for its leadership in the development of the Information Highway and Francophone telecommunities.

Contact: Frances McRae, (506) 851-6087

QUEBEC REGION
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Awareness sessions:</i></p> <p>Hold an information session for the Quebec Region management team of Industry Canada in order to respond more effectively to the needs of the Anglophone minority in Quebec.</p>	<p>No information sessions were held for the Regional Management Committee since the start of the 1998-99 fiscal year.</p>
<p><i>Information sessions/Strategis:</i></p> <p>Offer English-language information sessions on Industry Canada's programs and services designed for the English-speaking public (chambers of commerce, women's business associations, English-language post-secondary educational institutions).</p>	<p>Strategis and Exportsource were presented to the Anglophone public at training and information sessions:</p> <ul style="list-style-type: none"> • Concordia University, January 11 (electronic commerce); • Internet and Communications Fair in Val d'Or; • presentation of Industry Canada's role in managing Spectrum, St-Sauveur; • presentation of partnership project on processing applications (microwave) to the Radio Advisory Board of Canada, Montreal; • two presentations on the Accreditation program by Measurement Canada; • presentation of the Éconoréseau program to the firm Hypertec de Ville Saint-Laurent, on March 4.

QUEBEC REGION
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Team Canada Inc:</i></p> <p>Hold information sessions on Team Canada Inc (at least three or four per year) for English-speaking groups to help prepare and train new Canadian exporters, while contributing to the economic development of the Anglophone minority.</p>	<p>Several presentations on Team Canada Inc were given in both official languages by the International Trade Centre.</p> <p>A user-friendly mini-directory of Team Canada Inc services and points of contact for the Quebec Region entitled <i>Your Export Marketing Partner</i> was produced in English and French and distributed to the Anglophone public through trade associations.</p>
<p><i>Intellectual Property:</i></p> <p>Give sessions on intellectual property, if possible in conjunction with presentations by other Industry Canada services and programs.</p>	<p>Presentation to Bishop's University, November 4 in Lennoxville.</p>
<p><i>Community Access Program:</i></p> <p>Provide information on the program as required and refer Anglophone groups to the Web site.</p> <p>Encourage these groups to present projects to allow them access to the Information Highway.</p>	<p>No meetings were held with the Townshippers Association during the fiscal year.</p> <p>The CAP coordinator in the Quebec Region gave a bilingual presentation to a group of communities.</p>

QUEBEC REGION
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<i>Community Access Program: (cont'd)</i>	Two CAP submissions from Anglophone communities were approved this fiscal year.
<i>Community liaison:</i> Hold an annual meeting with Anglophone minority representatives in order to understand their needs and expectations.	The last meeting was held in March 1998.
<p>Note: A trade representative with the International Trade Centre worked at La Conférence de Montréal to help increase the Anglophone audience at this major event, which took place in June 1999, and which was sponsored by Industry Canada and Economic Development Canada.</p>	

Contact: Mary Bourdon, (514) 283-3099

**ONTARIO REGION
Achievement Report 1998-1999**

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p>Trade:</p> <p>Work with Ontario Francophone companies to increase their share of global trade.</p>	<p>The International Trade Centre (ITC) has identified the potential for offering appropriate proactive international trade development programs in French to Francophone communities in Ontario.</p> <p>ITC speaking engagements have taken place at Collège Boréal (Sudbury) and at the Conseil de la coopération de l'Ontario (Vanier).</p> <p>ITC is also partnering with la Chambre économique de l'Ontario to better serve the Francophone community.</p> <p>Ontario Region staged a bilingual event on International Women's Day to promote the release of the <i>Trade Research Coalition Report</i> on women and trade.</p>
<p>Investment:</p> <p>Improve conditions for investment in Ontario's economy.</p>	<p>Under the Canada Ontario Business Relief Assistance Program (COBRA) in Eastern Ontario, Francophone businesses in Prescott-Russell received aid to compensate for losses incurred during the January 1998 ice storm.</p>

ONTARIO REGION
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<i>Investment: (cont'd)</i>	The Canada Ontario Business Service Centre (COBSC) provided the Canadian Bankers Association conference with information material, computer hook-up to the French information database and the Internet.
<p><i>Connectedness:</i></p> <p>Make Ontario the most connected province in Canada.</p>	<p>Computers for Schools is developing an outreach project with the 12 newly developed Francophone school boards.</p> <p>Computers for Schools is working with FedNor to assist in encouraging more computer delivery to Francophone schools in Northern Ontario.</p> <p>Since January 1, 1998, a total of 764 computers and 121 printers have been delivered directly to Francophone school boards.</p> <p>COBSC, in cooperation with the City of London, participated in the "London, the Most Connected City" event by providing written information and computer access to the Internet and the French information database.</p>

ONTARIO REGION
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Connectedness: (cont'd)</i></p> <p>Ensure that Ontario is well connected to meet the government's priorities.</p>	<p>COBSC, in partnership with local businesses, opened two stations in Thunder Bay and Windsor that are equipped with a computer linked to the Internet and the COBSC database, information material and a bilingual officer to serve the local community.</p> <p>Under the Student Connection Program, all administrative centres are now able to deliver Internet training to Francophone communities in Ontario. As a result, business people in Francophone communities can visit economic and cultural Web sites, and build their own French-language Web site. Francophone business people and their communities have the potential to receive greater visibility and benefit from increased business opportunities.</p>
<p><i>Community liaison:</i></p> <p>Developing appropriate contacts within the Francophone community to identify needs related to entrepreneurship and community economic development.</p>	<p>Conducted five bilingual small business conferences and info-fairs (Barrie, Oshawa, Timmins-FedNor, Windsor, Simcoe-Haldimand-Norfolk).</p>

ONTARIO REGION
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Community liaison: (cont'd)</i></p>	<p>Attended and displayed information material at the Annual General Assembly of Francophone Municipalities of Ontario in Hawkesbury, the Association canadienne française de l'Ontario (ACFO) Annual General Meeting, and the Canadian Bankers Association conference in Toronto.</p> <p>Organized an Industry Canada Open House in Toronto and invited Francophone business people to attend.</p> <p>Participated in presentations and initiated a partnership with la Chambre économique de l'Ontario, which will result in joint efforts to inform and include Francophone businesses in Industry Canada activities and help distribute information material such as Strategis, Info-Fairs, Computers for Schools, Canada Ontario Business Service Centre, etc.</p>
<p><i>Awareness enhancement:</i></p> <p>Continue efforts to raise awareness of Section 41 requirements among employees and partners.</p>	<p>Regional employees, partners and service delivery officers are kept informed of our commitments concerning Section 41.</p> <p>In an effort to increase employee awareness, the Year of La Francophonie in Canada was officially launched at the Ontario Regional Office with an "open house" breakfast for all employees.</p>

**ONTARIO REGION
Achievement Report 1998-1999**

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Communications:</i></p> <p>Maintain proactive consultations with Francophone associations, businesses and media throughout Ontario.</p>	<p>The Ontario Region has developed a contact list of key Francophone businesses of various economic sectors in Ontario as well as a list of not-for-profit Francophone organizations and associations. These lists are used to distribute annual reports on activities under Section 41 as well as mail invitations to Industry Canada activities.</p> <p>The Ontario Region ensures the ongoing promotion of all programs and services, and maintains contact with the French-language media, including Radio Canada stations as well as all French-language weekly newspapers.</p>

Contacts: Cornelia Schmitt, (416) 954-6652
Linda Ménard, (705) 671-0720

FEDNOR
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Trade:</i></p> <p>Work with Northern Ontario companies to increase their share of global trade.</p>	<p>FedNor cooperated with the Business Development Bank of Canada to deliver its NEXPRO program, which provides exporters with group training and personal consulting services (\$27,040 in October).</p> <p>FedNor, in conjunction with the Quebec Association of Export Trading Houses and Collège Boréal, held two interactive seminars on "Exporting Options Beyond Traditional Markets", organized by the Canadian Federation of Associations of Export Trading Houses. These two sessions were designed to stimulate international trade in Ontario by increasing the number of Francophone exporters in Northern Ontario (\$16,425 in March).</p> <p>FedNor's financial contribution enabled le Mouvement des intervenants communautaires en radio de l'Ontario (MICRO) to attend the meeting of the World Association of Community Radio Broadcasters in Milan (\$3,000 in August).</p>

FEDNOR
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<i>Trade: (cont'd)</i>	In conjunction with the Alliance of Manufacturers and Exporters of Canada (AMEC) and the Canadian International Development Agency (CIDA), FedNor held a special video conference on opportunities for participating in the reconstruction of Central America in the wake of Hurricane Mitch (in February 1998).
<p><i>Investment:</i></p> <p>Improve conditions for investment in Northern Ontario's economy.</p>	<p>By establishing a \$2 million reserve fund, FedNor, L'Alliance des caisses populaires de l'Ontario and la Fédération des caisses populaires de l'Ontario formed a strategic alliance: <i>The Northern Ontario Business Development Loan Fund</i> for small to medium-sized businesses. This partnership favours economic growth and development in Northern Ontario, and SMEs now have access of up to \$10 million in commercial loans (in June).</p> <p>FedNor contributed towards the workshop Bridges to Better Business, which is an opportunity for new and experienced business owners to share information on best management practices, learn from each others' experiences and establish business connections (\$4,000 in March).</p>

FEDNOR
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<i>Investment: (cont'd)</i>	In collaboration with the Business Development Bank of Canada and in partnership with FedNor, Collège Boréal developed a Commercial Credit Officer Training Program to provide participants with the knowledge and tools they need to objectively assess business proposals according to the policies and loan criteria of Caisses populaires and their target markets (\$100,000 in September).
<p><i>Innovation:</i></p> <p>Improve Northern Ontario's performance and the transition to a knowledge-based economy.</p>	<p>FedNor contributed funding to an on-line entrepreneurship pilot project designed to explore and adapt new multimedia technology to the needs of adults starting or expanding their own business (\$100,000 in April).</p> <p>FedNor is helping community groups resolve problems linked to telecommunications infrastructure. In the Timiskaming-Cochrane region, for example, FedNor is supporting efforts to deal with the issue of party lines.</p>

FEDNOR
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<i>Innovation : (cont'd)</i>	FedNor took part in a local network pilot project conducted by the Remote Location Communication and Infrastructure Sharing Committee. FedNor launched the construction phase and worked with the committee to advance one of the government's priorities, to make Canada the most connected country in the world by the year 2000 (in August).
<p><i>Connectedness:</i></p> <p>Ensure that Northern Ontario is connected to meet the Government's priorities.</p>	<p>The Timmins Economic Development Corporation will receive financial assistance from FedNor on behalf of the City of Timmins, Timmins and District Community Development Corporation, two local colleges, Timmins Hospital and three district school boards to plan improved use of modern telecommunications in the Cochrane and Timiskaming Districts (\$135,000).</p> <p>The Hôpital régional de Sudbury Regional Hospital and the Services de santé de Chapleau Health Services are each benefiting from FedNor assistance toward the installation of a telehealth system in their respective communities (\$200,000 each).</p>

FEDNOR
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p>Community liaison:</p> <p>Develop appropriate contacts within the Francophone community to identify needs related to entrepreneurship and community economic development.</p>	<p>FedNor contributed to the 9th annual convention of the Association française des municipalités de l'Ontario. The purpose of this conference was to highlight the outcome of devolution and transfer of programs and services from the province to municipalities, as well as the repercussions on municipalities in the North (\$2,500 in August).</p> <p>FedNor is committed to contributing funding for travel by member entrepreneurs in Northern Ontario to the 7th annual assembly of the Chambre économique de l'Ontario (\$4,308 in October).</p> <p>Maintain a FedNor/Industry Canada presence on various committees such as meetings organized by Heritage Canada, by Human Resources Development Canada, and by the national/provincial/regional committees for Canadian Francophonie Human Resources Development. Also important are the Colloque régional on the needs of Franco-ontariens related to the job market, the Forum du Conseil de la coopération de l'Ontario, interdepartmental consultations, national Francophone organizations, and the Forum des gens d'affaires francophones du Canada, etc.</p>

FEDNOR
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p>Youth:</p> <p>FedNor supports government-wide and Industry Canada initiatives related to youth.</p>	<p>FedNor's Youth Internship Program continues to achieve great success. Seven new positions have been created by regional organizations with an economic development mandate. This initiative was designed to financially support the employment of recent college and university graduates of post-secondary institutions for periods that normally will not exceed twelve months (\$175,000).</p> <p>FedNor awarded a grant to the Fédération de la jeunesse franco-ontarienne for "organizzaction" forums. These events give young Francophones at the secondary level in Northern Ontario the opportunity to obtain basic training in project management and teamwork, which together form the basis of the entrepreneurial spirit (\$5,000 in December).</p> <p>FedNor contributed to le Mondial de l'entreprenariat jeunesse, which ensured the attendance of 25 Northern Ontario Francophone secondary school students and three university students, and has enabled five young entrepreneurs to participate in a tour of businesses (\$31,300).</p>

FEDNOR
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p>Women:</p> <p>Enhance economic development opportunities for women.</p>	<p>A review of women's access to programs and services in Northwestern Ontario Community Futures Development Corporations was conducted in June.</p> <p>FedNor contributed to and participated in the forum on community economic development for women (\$4,000 in March).</p>
<p>Tourism:</p> <p>Participate with other agencies in developing and promoting a marketable minority-language tourism product in Northern Ontario, as well as increasing the number of Francophone firms involved.</p>	<p>FedNor provided funding to the Chambre économique de l'Ontario's project, which is designed to create French-language tourism packages in Northern Ontario that can be marketed across Canada and in French-speaking foreign markets (\$25,572 in July).</p> <p>FedNor also supported la Caravane héritage nord to undertake a marketing initiative designed to raise awareness of the North Claybelt area in Northern Ontario as an interesting and bilingual tourism destination (\$99,112 in September).</p>

FEDNOR
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<i>Tourism: (cont'd)</i>	With FedNor's contribution, the City of Sturgeon Falls will develop new promotion and marketing tools to enhance tourism opportunities in the Sturgeon Falls area (\$85,500 in July).
<p><i>Awareness enhancement:</i></p> <p>Continue efforts to raise awareness of Section 41 requirements among employees, partners and FedNor delivery agents.</p>	<p>FedNor employees, partners and service delivery officers are kept informed of FedNor's commitment concerning Section 41.</p> <p>Memoranda are sent three times a year to all FedNor employees to remind them of our official language responsibilities.</p>
<p><i>Communications:</i></p> <p>Maintain proactive consultations with Francophone associations, businesses and media throughout FedNor.</p>	FedNor has developed a contact list of key Francophone businesses of various economic sectors of Northern Ontario as well as a list of non-profit Francophone organizations and associations. These lists are excellent communication tools that help FedNor be more proactive.

FEDNOR
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<i>Communications: (Cont'd)</i>	<p>FedNor ensures ongoing promotion of all its programs and services with the French-language media and has actively coordinated significant Francophone-related project announcements. Last fall, FedNor announced its role in enabling 25 Northern Ontario Francophone secondary school students to attend an international conference, le Mondial de l'entrepreneariat jeunesse, in Ottawa. A CIDA workshop was organized in part by FedNor in November to inform local businesses of international development opportunities. The workshop panelists were well represented by the Francophone community. FedNor also recently coordinated a project announcement with participating Caisses populaires. As this communication targeted the Francophone business community, a good portion of the announcement was conducted in French.</p>
<p><i>Evaluation:</i></p> <p>The FedNor Evaluation Framework will provide the assessment of impact of FedNor's programs on specific client groups, including the Francophone community.</p>	<p>FedNor developed an ongoing monitoring and evaluation system that will compile project information and results. This system will assess program impact on specific client groups.</p>

FEDNOR
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<i>Evaluation: (cont'd)</i>	FedNor initiated community dialogues to consult with FedNor's external clients and specific target groups to promote its image and services, and to determine its future role in economic development in Northern Ontario. The consultations were held in French in Kapuskasing, Timmins and Cochrane with a 16% participation rate among the Francophone community.
<p>Community Futures Development Corporations (CFDCs):</p> <p>Northern Ontario CFDCs pursue opportunities to strengthen local economies and create jobs.</p>	<p>Representatives from the 15 CFDCs in Ontario are being sought to form a working group to oversee the delivery of services in areas where Francophone representation is at least 5% of the total population. This working group will also be responsible for assessing and drawing up a list of French-language textbooks and videos provided by Francophone-designated CFDCs of Ontario. These materials will then be distributed to all CFDCs in Ontario to help improve their services to Francophone clients.</p> <p>FedNor continues to contribute to quarterly workshops and monthly conference calls now organized by regional development agencies (ACOA, CED and WED) by incorporating services to the official language minority community into the program, for the purpose of exchanging the best practices and most innovative initiatives designed to improve services delivered by CFDCs to these communities.</p>

FEDNOR
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Year of La Francophonie in Canada:</i></p> <p>Celebrate the Year of La Francophonie in Canada to acknowledge the contribution of Francophones in all sectors of Canadian society.</p>	<p>On March 8, International Women's Day, the Director General of FedNor delivered a speech to 250 Francophone women in the Sudbury area.</p> <p>On March 24, FedNor coordinated a working luncheon and an information and communication forum that brought together more than 90 representatives of Francophone community organizations in the Sudbury area.</p> <p>FedNor developed a program of special events to celebrate the Year of La Francophonie in Canada.</p>

Contact: Linda Ménard, (705) 671-0720

**PRAIRIES AND NORTHWEST TERRITORIES
Achievement Report 1998-1999**

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Internal awareness:</i></p> <p>Section 41 plan will become a component of the regional planning process.</p> <p>The Regional Coordinator, Section 41, will participate at the Regional Management Table (RMT).</p> <p>The Regional Coordinator will contact each program director to identify the potential of each program to enhance the vitality of the official language minority.</p> <p>The Prairies and Northwest Territories Action Plan will be distributed to all employees in the Region. Increased access to the department's programs should ideally result from initiatives taken by employees themselves. Continuous promotion of this horizontal responsibility reduces the tendency to marginalize the role and effectiveness of regional coordinators. Our employee awareness program will therefore target primarily the RMT.</p>	<p>The regional Section 41 plan is reviewed and updated annually in conjunction with the federal consultations.</p> <p>Management of the Section 41 file is a core function of the regional Planning, Analysis and Communications Directorate and is represented by the Director at the RMT.</p> <p>Consultations with program directors will be undertaken in 1999-2000 as part of the revisions and updates to the three year plans.</p> <p>Internal awareness has increased as a result of activities undertaken during the year, particularly regular reports at the RMT. As a tangible measure, a total of 17 employees are taking French language training. In addition, bilingual staff trained in Industry Canada programs and services enthusiastically participated in two Connecting Canadians events, three SME info-fairs and seven additional trade shows promoting Industry Canada programs and services across the region.</p>

**PRAIRIES AND NORTHWEST TERRITORIES
Achievement Report 1998-1999**

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>External consultation and communications:</i></p> <p>Proactive consultation with Francophone associations will be maintained by participating in interdepartmental community yearly consultations organized by Canadian Heritage.</p>	<p>Departmental representation at meetings organized in Alberta and Manitoba (the consultation session in Saskatchewan organized by Canadian Heritage took place in May 1999, an Industry Canada representative participated).</p> <p>Industry Canada signed the Memorandum of Understanding (MOU) developed in Alberta, under the leadership of Human Resources Development Canada (HRDC), to strengthen delivery of Section 41 in partnership with provincial departments and Francophone associations in Alberta.</p> <p>Industry Canada participated in the development of a MOU in Manitoba, under the leadership of Western Economic Diversification Canada, with Francophone associations and provincial departments to enhance delivery of Section 41.</p> <p>HRDC has begun the organizational work toward the development of a Saskatchewan MOU. Industry Canada is participating.</p>

**PRAIRIES AND NORTHWEST TERRITORIES
Achievement Report 1998-1999**

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>External consultation and communications: (cont'd)</i></p> <p>We will ensure that our Regional Communications Plan includes the needs of the Francophone community, and that the French-language media and community organizations receive all pertinent releases.</p>	<p>Regional Francophone papers added to Industry Canada's distribution list.</p>
<p><i>Community Access Program/SchoolNet/Computers for Schools:</i></p> <p>We will ensure that the community is fully aware that it has access to these programs by presenting one information session in each province and in the Northwest Territories (N.W.T.)</p> <p>We will ensure that members of the community are represented on CAP selection boards in each province and in the N.W.T.</p>	<p>The Regional Information Highway Branch is continuing its negotiations with Ottawa to increase the regional involvement in the Community Access Program (CAP), SchoolNet and Computers for Schools. Program delivery at the regional level will involve information sessions which are now planned for the next fiscal year. Sessions will be held in Francophone centres.</p> <p>As part of the increased regional involvement in CAP, the Regional Information Highway Branch will be involved in the CAP adjudication process, which will allow the inclusion of Francophone representatives.</p>

PRAIRIES AND NORTHWEST TERRITORIES
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Community Access Program/SchoolNet/Computers for Schools: (cont'd)</i></p> <p>Ten percent of the Computers for Schools units will be targeted to schools administered by Francophone school boards in each province, and five percent in the N.W.T.</p> <p>We will actively promote SchoolNet to Francophone school boards in the province.</p>	<p>Data for each province are available under the Computers for Schools Program section.</p> <p>The region continues to negotiate increased involvement in SchoolNet and will ensure that the needs of the Francophone community are addressed in program delivery.</p>
<p><i>Information Highway:</i></p> <p>A pilot project promoting innovative communications using the Internet through Cité Francophone in Edmonton, Alberta, will be launched.</p>	<p>The Regional Information Highway Branch has worked with urban centres throughout Alberta, including Edmonton, to develop committees to roll out the Urban CAP Strategy. These steering committees will reflect Francophone participation.</p>
<p><i>Strategis:</i></p> <p>Presentations on Strategis will be made to the Francophone business community.</p>	<p>Print ads on Strategis were placed in five regional French-language newspapers.</p>

**PRAIRIES AND NORTHWEST TERRITORIES
Achievement Report 1998-1999**

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Strategis: (cont'd)</i></p> <p>A "Doing Business on the Information Highway" session will be piloted for the Francophone business associations and cooperatives in each province.</p>	<p>Strategis promotion material has been mailed to 510 economic development intermediaries in Alberta, Saskatchewan, Manitoba and the Northwest Territories, including Francophone organizations in Alberta, Saskatchewan and Manitoba. All printed material (covering letter, fax-back sheet and brochures) are in both official languages. Calls for further information can be made by dialing (306) 975-4400, which is answered in both official languages.</p> <p>Bilingual staff were available at information trade shows in Estevan, Brandon, Grande Prairie, Regina, Saskatoon and Red Deer.</p> <p>No activity undertaken.</p>

**PRAIRIES AND NORTHWEST TERRITORIES
Achievement Report 1998-1999**

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Francophone business association representation:</i></p> <p>Where the Region is solicited for nominations on national/regional boards, representatives from the Francophone community will be recommended where appropriate.</p>	<p>In Manitoba a good working relationship is maintained with key community leaders through the Senior Trade Commissioner, Pierre-André Cusson. He is a member of the Chambre de commerce francophone de Saint-Boniface, and deals regularly with the Conseil de développement économique des municipalités bilingues (CDEM).</p> <p>In Saskatchewan, Tom Rogers, Trade Commissioner, is a member of Les Gens d’Affaires de la Saskatchewan and attends monthly meetings, providing the foundation for several initiatives going forward in 1999-2000.</p>

Contact: Lydia Shevchuk, (204) 983-2826

PACIFIC REGION
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Support for the Francophone community:</i></p> <p>Consult with the Francophone communities in order to understand their needs and identify areas where the programs and services provided by Industry Canada can support them in their efforts.</p> <p>Participate in local activities that are especially significant to the Francophone community.</p>	<p>We organized and participated in several meetings with various Francophone organizations and associations. We also participated in activities organized by the Francophone community. The result of these meetings was that good relations were established with various Francophone organizations and associations in the Pacific Region.</p>
<p><i>Infrastructure:</i></p> <p>Integrate the Regional Action Plan for implementing Section 41 with the department's regional business plan.</p> <p>Participate in the meetings of the interdepartmental team of Section 41 coordinators for the Pacific Region.</p> <p>Increase employee awareness of Francophone community activities and projects</p> <p>Inform the Francophone community of the activities undertaken by Industry Canada to implement Section 41 of the <i>Official Languages Act</i>.</p>	<p>Commitments were integrated with the regional plan.</p> <p>Meetings are taking place monthly.</p> <p>Copies of the <i>Annual Report of the Fédération des Francophones de la Colombie-Britannique</i> were sent to all district directors.</p> <p>Copies of the 1997-98 Industry Canada Achievement Report were sent to all Francophone groups and associations in British Columbia and the Yukon</p>

PACIFIC REGION
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p>Connectedness:</p> <p>Encourage and support participation by Francophone groups and associations in the Community Access Program (CAP) in a rural environment.</p> <p>Support the national CAP coordinator for Francophone minorities in promoting the CAP in a rural environment.</p> <p>Help make the Francophone CAP at Campbell River a success story.</p> <p>Encourage and support the participation of Francophones in the Programme du réseau virtuel de la langue française (renamed Francommunautés virtuelles).</p> <p>Encourage and support the participation of Francophones in CAP in an urban environment.</p> <p>Encourage and support the participation of Francophones in CAP for volunteer organizations (Volnet).</p>	<p>Two Francophone associations in British Columbia received grants to develop a CAP in a rural environment.</p> <p>An application for Phase 2 of the Yukon CAP was submitted by the Association Franco-yukonnaise.</p> <p>The official opening of the Campbell River CAP took place on November 14.</p> <p>Three major Francophone organizations grouped together and submitted a request for funds for a Francophone virtual network project in British Columbia. The request was approved and the project was successfully concluded in March.</p> <p>We provided basic information. A more active campaign will be undertaken once the program is under way.</p> <p>We provided basic information and encouraged organizations to submit applications for the creation of an Executing Agency.</p>

PACIFIC REGION
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Connectedness: (cont'd)</i></p> <p>Promote SchoolNet programs among Francophone communities, notably SchoolNet at Source, Canada's Digital Collections and Computers for Schools.</p>	<p>We made presentations at a few Francophone events.</p> <p>A Francophone organization received \$13,000 from SchoolNet at Source for the development of 38 pilot projects.</p> <p>Since 1994, 73 Francophone or French immersion schools have received 459 computers.</p>
<p><i>Promotion of other programs and services:</i></p> <p>Participate in a series of radio programs to disseminate information about various initiatives of interest to the community.</p> <p>Provide information sessions on certain Industry Canada programs, for example Strategis, ExportSource, The Year 2000 : Are You Ready?</p>	<p>There were regular interviews (two each month) at "Micro-Midi" on various programs and services offered by Industry Canada of interest to the community. In particular, we organized interviews on the year 2000 bug, connectedness in general, specific programs (CAP, SchoolNet, Francommunautés virtuelles and Strategis). Several interviews were also held providing advice for consumers.</p> <p>Three interactive information sessions on Strategis were offered in French.</p>

PACIFIC REGION
Achievement Report 1998-1999

<i>Proposed Measures and Initiatives in Support of Section 41</i>	<i>Achievements</i>
<p><i>Promotion of other programs and services: (cont'd)</i></p> <p>Write monthly articles in <i>L'aurore Boréal</i> (Yukon) and <i>L'Express du Pacifique</i> (British Columbia) to inform and update Francophone communities concerning Industry Canada activities and initiatives.</p>	<p>An announcement was inserted in <i>L'Express du Pacifique</i> and in the British Columbia French directory.</p>

Contact: Brian Anderson, (604) 666-1414