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# Industry Canada Achievement Report 1999–2000

Part VII,  
Section 41  
*Official Languages Act*

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# Industry Canada Achievement Report 1999-2000

Part VII,  
Section 41  
*Official Languages Act*

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As departmental champion of official languages, as well as being responsible for the implementation of Section 41 of the *Official Languages Act*, I am pleased to present to you Industry Canada's 1999-2000 Achievement Report, and to share with you some of our successes.

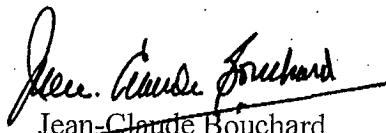
To better understand the needs of official language minority communities, Industry Canada has, in the past few years, continually strived to improve and promote its services and programs, which is a major challenge for the department in all its sectors of activity. Several measures have been put in place to increase awareness of Section 41 within the department. However, the fact remains that if we wish to meet these needs and priorities, we must provide all the necessary information to our employees.

Over the past year, Industry Canada set up the Voluntary Sector Network Support Program (VolNet), through which volunteer organizations will be able to access Internet technologies and use them to further their own missions. Created through a national recruitment and selection process developed by representatives from the voluntary sector, the VolNet National Advisory Committee (VNAC) participated in the development of VolNet to offer volunteer organizations connections to the Internet, including hardware, new information technologies, network support and Internet training. This program, which has assisted more than 550 volunteer organizations from official language minority communities over the past year, promotes not only the creation of large networks but also cultural vitality and economic growth.

As part of the Year of La Francophonie in Canada, Industry Canada invested great effort and energy in this project in order to raise its employees' awareness of La Francophonie in Canada, heighten interest in the realities of La Francophonie, and better promote the department's programs and services to Francophone communities. The scale of internal and external activities conducted by Industry Canada throughout the Year and its participation in the Francophone Summit in Moncton, N.B., have allowed the department to become a key partner in the Year's success. A number of best practices evolved from the Year of La Francophonie and we plan to maintain the momentum that was generated by applying these best practices in our operations.

To ensure that the department is supporting official language minority communities, Industry Canada developed an evaluation framework for the implementation of Section 41 within the department, including mechanisms to determine the impact of its programs on these communities. I am also delighted to highlight the many achievements of our programs, including the Community Access Program, SchoolNet and Computers for Schools, which have increased the creation of new community access sites, helped develop French language content, and increased the distribution of computers in official language minority schools.

In the coming year, Industry Canada will advance efforts to strengthen its working relationship with official language minority communities and to increase their participation in its programs and services. Therefore, Industry Canada will continue to improve the prospects for official language minority communities and to better meet the requirements and the spirit of the *Official Languages Act*.

  
Jean-Claude Bouchard  
Assistant Deputy Minister  
Operations Sector

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# Summary of Achievements

## Responsible Minister: The Honourable John Manley

Industry Canada actively supports the implementation of Section 41 of the *Official Languages Act*. Numerous efforts are being made to further sensitize Industry Canada's employees to the needs of official language minority communities and to publicize its programs and services to these communities. These efforts are concentrated in five areas: heightened awareness and community support, connectivity, economic and tourism development, information and training, and interdepartmental coordination.

### Heightened awareness and community support

- The Department has continually supported the Champion of Official Languages, who has made many presentations to the senior management committee and has participated in several meetings and events with representatives of official language minority communities.
- During the Year of La Francophonie in Canada, the Department held 59 internal and external activities to enhance employee awareness of Canadian Francophonie, to publicize its programs and services to communities, and to celebrate the achievements and contributions of Francophones.
- The Department distributed internally material related to Section 41, such as bulletins, achievement reports and articles.
- An evaluation framework on the implementation of Section 41 was developed.
- Clauses concerning the Department's obligations under Section 41 were included in several contribution agreements and partnerships.
- The Department participated in consultations with official language minority communities.
- The Department developed an action plan aimed at improving service to Francophone communities in southern Ontario.

### Connectivity

- The Department assisted 47 Anglophone and 509 Francophone associations in the non-profit or voluntary sector in a minority situation within the context of the VolNet program.

- With 50 new community access centres approved in official language minority communities, a total of 247 official language minority communities have received financial assistance since the beginning of the Community Access Program.
- The Franccommunautés virtuelles program funded 21 projects across Canada.
- The Department distributed 3732 computers to official language minority schools.
- In 1999–2000, 13 of the 104 digitized projects funded were in official language minority communities, which made it possible to hire 55 young people between the ages of 15 and 30 from these communities.
- The GrassRoots Projects Program funded 60 Anglophone projects and 160 Francophone projects from official language minority communities.

### **Economic and tourism development projects**

- FedNor granted more than \$600 000 to Francophone organizations in northern Ontario to support economic development.
- Industry Canada/FedNor contributed a total of \$80 500 to the 3rd Forum of Francophone Business People of Canada, \$55 500 of which was awarded this fiscal year.
- Work continued on the Canadian Tourism Commission's product club. The first series of projects 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, including the Canadian Intellectual Property Office, ExportSource, *Strategis*, the Competition Bureau, the International Trade Centres and the regional offices, offered training and information sessions in official language minority communities.
- The Department held 16 info-fairs on small and medium-sized enterprises (SMEs), involving official language minority communities and businesses across Canada.
- The Student Connection Program continued to provide Internet training to many entrepreneurs throughout the country in the language of their choice. This year, two new components were developed relating to electronic commerce and the training of the elderly.



### **Interdepartmental coordination**

- Industry Canada participated in more than 40 interdepartmental meetings in order to facilitate the development of certain projects initiated by official language minority communities or to work together on initiatives related to Section 41.
- Industry Canada actively participated on the National Committee for Canadian Francophonie Human Resources Development and on the sectoral tables.

# National Programs and Initiatives

## Economic Development

<b>Industry Sector</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Consultation</b></p> <p>On a regular basis, the Industry Sector will hold a number of formal and informal meetings with its clients to brief 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>In 1999-2000, the Industry Sector participated in many info-fairs, trade shows and conferences. Documentation was written or adapted, as well as communication to effectively reach the participants, whether they were Anglophones or Francophones, in or outside Quebec.</p> <p>For example, the Industry Sector participated in the Salon des Affaires and conference organized by FADER (French counterpart of Women and Rural Economic Development). At the event held on October 15-16, 1999, in Casselman, Ontario, the Industry Sector provided information on its programs and services to Francophone women from Eastern Ontario.</p>

## Industry Sector (cont.)

**Proposed Measures and Initiatives  
in Support of Section 41**

**Achievements**

### **Other Achievements**

The Industry Sector participated in numerous activities during the Year of La Francophonie in Canada. For example, the Sector developed a Web site aimed at Francophones and Francophiles, which featured a quiz on Francophonie in Canada, a list of French search engines and sites, and various quizzes related to linguistic differences between the French and English languages.

Contact: Suzanne Pellerin, (613) 954-0263

## Technology Partnerships Canada

<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Presentations</b></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>During this reporting period, one presentation was made to a business group composed mostly of official language minority members.</p>
<p><b>Memorandum of Understanding</b></p> <p>It is expected that Industry Canada will enter into an agreement with a partner to enhance the delivery of the program to SMEs 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>The initiative is ongoing.</p> <p>This commitment was included in the Memorandum of Understanding signed by Industry Canada/TPC and the National Research Council/Industrial Research Assistance Program.</p>

Contact: John Brunet, (613) 952-9254

<b>Tourism</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Partnership opportunities</b></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><b>Canada Marketing Program</b></p> <p>The CTC's Canada (domestic) marketing program includes minority newspapers on its listing for three inserts (autumn, winter and spring). The inserts are included regularly in 16 French minority newspapers, four English minority newspapers and one Aboriginal paper.</p> <p><b>Heritage Product Club</b></p> <p>On October 30, 1998, the Heritage Product Club was officially launched as part of the Alberta Francophone showcase, held in Montreal. One of the Club's many activities will be to develop a promotional map outlining French heritage products in Western Canada. During the reporting period, the partnership organized a round table on heritage tourism for both Francophone and non-Francophone participants, with the objective of better integrating heritage products into the tourism industry.</p>

<b>Tourism (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<b>Partnership opportunities (cont.)</b>	<p><b>Atlantic ECONOMUSEUM Network Product Club</b></p> <p>This product club is an example of extending lessons to other parts of Canada. Originating in Quebec, the Société internationale des entreprises ÉCONOMUSÉE supports the development of self-sustainable craft businesses.</p>
<p><b>Internet</b></p> <p>The CTC has a business and a consumer site that, in addition to providing general travel information and information on CTC's activities, establish 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 in the business site for free or in the consumer site for a fee.</p> <p>E-mail: <a href="mailto:ctc.cct@ic.gc.ca">ctc.cct@ic.gc.ca</a>  Web sites: <a href="http://www.canadatourism.com">http://www.canadatourism.com</a>  <a href="http://travelcanada.ca">http://travelcanada.ca</a></p>	<p>In January 2000, the CTC launched its new consumer Web site, available to the public in both official languages.</p>

<b>Tourism (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Consultations</b></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 held by groups such as Tourism Industry Association of Canada, the Hotel Association of Canada and Rendez-vous Canada, and provides information in both official languages.</p>

## Tourism (cont.)

### Proposed Measures and Initiatives in Support of Section 41

### Achievements

#### Distribution of information

The CTC will add the names of official language minority organizations interested in tourism development to the mailing list of *Communiqué Canada*, its monthly newsletter, when requested to do so by the organizations.

All groups that requested that they be included in the CTC mailing lists have been added. The CTC distributes all of its news releases across the country, reaching major-market minority language newspapers and radio and television stations. CTC spokespersons have been interviewed for a number of radio news pieces carried in French by Radio Canada in Edmonton and Vancouver, and in English by a number of stations in Quebec. CTC has participated in a country-wide French-language talk show on tourism and travel in Canada.

#### Other Achievements

Spearheaded by the CTC, the Canadian tourism industry's Vision and Mission Statements were created with the goal of building industry cohesiveness in realizing the vision. Both English and French Canada are working together to make Canada the premier four-season destination for connecting with nature and experiencing diverse cultures and communities.

Contact: Pierre Gauthier, (613) 954-3956



## Information Highway

<b>Canada's Digital Collections Program</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Promotion</b></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 (<a href="http://collections.ic.gc.ca">http://collections.ic.gc.ca</a>). Special events will occasionally highlight contributions by official language minority communities.</p>	<p>The Department has supported 51 projects coming from official language minority communities since the beginning of the program in 1996. Of these, 43 collections are currently posted on Canada's Digital Collections Web site. This reflects contributions to the program by minority official language communities.</p>
<p><b>Youth participation</b></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, 1999, to March 31, 2000, 55 people aged 15 to 30 from official language minority communities produced digital collections for Canada's Digital Collections Program. This represents 11.9 percent of the total number of 462 young employees digitizing collections in 1999-2000.*</p>

## Canada's Digital Collections Program (cont.)

Proposed Measures and Initiatives in Support of Section 41	Achievements												
<p><b>Youth participation (cont.)</b></p>	<p>Of the 104 collections digitized in this fiscal year, 13 have come from official language minority communities. This represents 12.5 percent of the projects implemented this year.**</p> <p>*Source: Youth information from input questionnaires received by Canada's Digital Collections Program as of 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 1999-2000:</p> <table data-bbox="1052 836 1911 1063"> <tbody> <tr> <td>Prince Edward Island</td> <td>4 projects</td> </tr> <tr> <td>Saskatchewan</td> <td>1 project</td> </tr> <tr> <td>Quebec</td> <td>6 projects</td> </tr> <tr> <td>Newfoundland</td> <td>1 project</td> </tr> <tr> <td>Northwest Territories</td> <td>1 project</td> </tr> <tr> <td>Total</td> <td>13 projects</td> </tr> </tbody> </table>	Prince Edward Island	4 projects	Saskatchewan	1 project	Quebec	6 projects	Newfoundland	1 project	Northwest Territories	1 project	Total	13 projects
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Total	13 projects												

## Canada's Digital Collections Program (cont.)

Proposed Measures and Initiatives in Support of Section 41	Achievements
<p><b>Sensitization</b></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>Work is ongoing.</p>
<p><b>Evaluation</b></p> <p>Under the evaluation framework of Canada's Digital Collections Program, the Department will check the impact of the program on official language minority communities, among other things.</p>	<p>Data is being collected.</p>

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

<b>Community Access Program</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Support for the Francophone community</b></p> <p>Under the <i>Official Languages Act</i>, the Community Access Program (CAP) is committed to enhancing the vitality of official language minority communities as well as to fostering the full recognition and use of both English and French. Consequently, CAP encourages specific, appropriate and adequate measures to respond to the needs of official language minority groups within the community. CAP recognizes that the official language minorities may wish to develop proposals to address their specific needs.</p>	<p>In 1999–2000, 26 new CAP sites were approved for Francophone communities outside Quebec, while 24 were approved for Anglophone communities within Quebec. Since the program's inception, a total of 247 sites have been established in official language minority communities.</p> <p>Members of Francophone CAP sites are being invited to identify the content they deem most important to the promotion of Francophonie. Internet content developed for Francophones is then posted to the CAP Web site.</p>
<p><b>Infrastructure</b></p> <p>The Consortium Internet franco-ontarien has been enlisted to further promote CAP projects in Francophone communities throughout rural Ontario.</p>	<p>Members of Francophone and Anglophone CAP sites were invited to exchange ideas on best practices for networking sites and the sharing of resources — human, materiel and technical.</p>

<b>Community Access Program (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Connectedness</b></p> <p>A proposal for CAP funding is anticipated for submission to the May 31, 2000, competition; if accepted, it will help establish 14 additional sites in as many Francophone schools throughout Ontario.</p> <p>Other French school boards should submit proposals under the urban CAP.</p>	<p>School boards, particularly those throughout Ontario, have signed contribution agreements with CAP to support rural and urban schools in official language minority communities.</p> <p>CAP is being actively promoted to Anglophone communities within Quebec, particularly in the regions west of Montreal, where a major proportion of Anglophones reside.</p>
<p><b>Promotion of other programs and services</b></p> <p>CAP will continue to promote the connectedness agenda to Francophone members across Canada.</p>	<p>Members of the Fédération des Agriculteurs et Agricultrices francophones du Canada were invited to take part in CAP at their first national conference held in Alfred, Ontario, March 16-18, 2000.</p>
<p><b>Other Achievements</b></p>	
<p>CAP is continuing its efforts to accelerate and increase Francophones' access to the Information Highway, for example, by supporting initiatives that have emerged from Francommunautés virtuelles.</p>	

Contact: Michel Carrière, (613) 954-3477

<b>Computers for Schools Program</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Promotion/distribution of contact list</b></p> <p>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 (CFS) program.</p>	<p>A list of responsible contact persons was sent in May 1999 to organizations representing Francophone and Anglophone minorities.</p>
<p><b>Information</b></p> <p>Ensure that current information on the program and request forms are available (Web site: <a href="http://www.schoolnet.ca/cfs-ope">http://www.schoolnet.ca/cfs-ope</a>).</p>	<p>All information is available on the Web. It is easy to access and is updated regularly.</p>
<p><b>Promotion of toll-free line</b></p> <p>Invite minority Francophone and Anglophone associations to dial the toll-free line (1-800-268-6608) for further information.</p>	<p>Official language minority community associations that use the Web site are invited to call the toll-free line. Information can also be obtained by contacting individuals responsible for the program in each region.</p>

<b>Computers for Schools Program (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Sensitization/evaluation</b></p> <p>Inform all regional steering committees that Industry Canada is committed to implementing Section 41 of the <i>Official Languages Act</i> (July 1997).</p>	<p>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.</p>
<p><b>Invitation to register</b></p> <p>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.</p>	<p>The program is advertised in schools and school boards by corporations that manage the program in each region.</p>
<p><b>Other Achievements</b></p> <p>As the result of an agreement with Public Works and Government Services Canada, this year the CFS program donated 125 computers and six servers to non-profit organizations working on the development and vitality of minority Anglophone and Francophone communities.</p> <p>Computers are distributed according to the needs of each school board or school. In collaboration with education departments, non-profit organizations that manage the program in each province decide the ratio of computers to students.</p>	

## Computers for Schools Program (cont.)

Proposed Measures and Initiatives  
in Support of Section 41

Achievements

### Other Achievements (cont.)

The British Columbia CFS program provided 12 082 computers to schools, including 60 to Francophone schools. The Francophone community accounts for 1.3 percent of the province's population.

The Alberta CFS program provided 6649 computers to schools, including 56 to Francophone schools. The Francophone community accounts for 1.8 percent of the province's population.

The Saskatchewan CFS program provided 2337 computers to schools, including 36 to Francophone schools. The Francophone population accounts for 1.9 percent of the province's population.

The Manitoba CFS program provided 4617 computers to schools, including 140 to Francophone schools. The Francophone population accounts for 4.2 percent of the province's population.

The Ontario CFS program provided 20 474 computers to schools, including 260 to Francophone schools. The Francophone population accounts for 4.2 percent of the province's population.

The Quebec CFS program provided 16 584 computers to schools, including 1818 to Anglophone schools. The Anglophone population accounts for 7.9 percent of the province's population.

The New Brunswick CFS program provided 4256 computers to schools, including 1243 to Francophone schools. The Francophone population accounts for 31.8 percent of the province's population.



## Computers for Schools Program (cont.)

**Proposed Measures and Initiatives  
in Support of Section 41**

**Achievements**

### Other Achievements (cont.)

The Prince Edward Island CFS program provided 433 computers to schools, including 14 to Francophone schools. The Francophone population accounts for 4.1 percent of the province's population.

The Nova Scotia CFS program provided 3634 computers to schools, including 60 to Francophone schools. The Francophone population accounts for 3.7 percent of the province's population.

The Newfoundland CFS program provided 1438 computers to schools, including 45 to Francophone schools. The Francophone population accounts for 0.4 percent of the province's population.

Contacts: Pierre Gendron, (613) 993-2397  
Carole Lafrenière, (613) 941-4975

<b>Francommunautés virtuelles</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Advisory Committee</b></p> <p>The Advisory Committee will meet once or twice a year.</p>	<p>A meeting was held on October 29-30, 1999, to discuss the results of the invitation to submit 1999-2000 proposals, the program evaluation framework, the call for project proposals for 2000-01 and the future of the program, and to give an update on Industry Canada, Heritage Canada and Human Resource Development Canada programs as well as a presentation of the Report of the Commissioner of Official Languages: <i>The Government of Canada and French on the Internet</i>. An executive committee was also established during this meeting.</p>
<p><b>Evaluation</b></p> <p>An evaluation will be done in 2000-01 once the pilot project is completed.</p>	<p>An evaluation framework was developed and approved (SECOR, June 1999).</p>
<p><b>Selection process</b></p> <p>Projects will be selected each year until March 2001.</p>	<p>Of the 83 project proposals received, 21 projects have been selected for the 1999-2000 competition. Also, 97 proposals were submitted in February 2000 for the 2000-01 competition.</p>

<b>Francommunautés virtuelles (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<b>Selection process (cont.)</b>	The project evaluation grid was revised. The Internal Pre-selection Committee and the External Selection Committee were put in place.
<p><b>Promotion</b></p> <p>A series of activities will be developed to promote the program.</p>	<p>A site (<a href="http://francommunautes.ic.gc.ca">http://francommunautes.ic.gc.ca</a>) was created for the program. Several Francommunautés virtuelles projects are mentioned in the CD-ROM developed jointly by Canadian Heritage and Industry Canada and distributed to foreign delegations at the Moncton Summit.</p> <p>Various promotional activities were conducted, notably the announcement of the 1999–2000 competition results, the launching of projects, the press release on the Pan-Canadian Network of Virtual Historic Villages when the Grand train de la Francophonie went through Winnipeg (August 1999), and participation in the annual meeting of the Association canadienne-française pour l'avancement des sciences (May 1999). As well, technical fact sheets/invitations were sent</p>

## **Francommunautés virtuelles (cont.)**

<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<b>Promotion (cont.)</b>	to 600 organizations, and information kits were distributed to the Fédération des communautés francophones et acadienne du Canada and the Assemblée communautaire fransaskoise.

Contacts: Nora Hockin, (613) 998-1206  
Christine Belle-Isle, (613) 957-6540  
Hélène Espeset, (613) 952-9973

<b>SchoolNet</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Information</b></p> <p>Information about Francophone Internet learning resources, products and their use by the learning community will be provided to facilitate access by Francophone groups across Canada.</p>	<p><i>SchoolNet Magazine</i> distribution continued. Network to Savings, a feature of SchoolNet offering discounts to educators, provides computer software and other material.</p>
<p><b>Development of French content</b></p> <p>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 learning community.</p>	<p>Many SchoolNet projects have been developed to contribute to the development of Francophone content, such as Francomania, Rescol à la source, L'Encyclopédie de la jeunesse francophone and La Toile scolaire francophone (phase II).</p>
<p><b>Research</b></p> <p>Conduct research on the sociodemographic profiles of SchoolNet and Internet users.</p>	<p>A study conducted by Infobourg (Septembre média) on the use of cyberspace in the educational setting has been started. Results should be available in summer 2000.</p>

<b>SchoolNet (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>GrassRoots Projects</b></p> <p>Encourage the submission of projects under the GrassRoots Projects Program from official language minority groups.</p>	<p>Partnership agreements are in place with all provinces, and projects can be submitted in both official languages. Approval has been given to 160 Francophone projects outside Quebec and 60 Anglophone projects in Quebec.</p>
<p><b>Promotion</b></p> <p>All schools in Canada will receive information about SchoolNet every school year.</p>	<p><i>SchoolNet Magazine</i> is distributed (three volumes per school year) in all Canadian schools. On the SchoolNet Web site, SchoolNet Today is available 24 hours a day, seven days a week.</p>
<p><b>Evaluation</b></p> <p>The evaluation framework of SchoolNet will include an element covering the impact of the program on official language minority communities.</p>	<p>This element will be included at the time of the program evaluation.</p>

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

<b>Strategis</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Collecting information in French</b></p> <p>The team formed in the Quebec Regional Office to find new sources of information in French, improve the French-language content of <i>Strategis</i>, add more hypertext links to French sites, and play a key role in quality control of French-language content will continue its efforts.</p>	<p>Each team responsible for a product or collection appearing on <i>Strategis</i> has taken on the responsibility of publishing in both official languages and of finding French sites that <i>Strategis</i> can point to using links.</p>
<p><b>Document summaries</b></p> <p>We will continue to prepare, in the other official language, summaries of documents from non-federal sources that are available on <i>Strategis</i> in only one language. These summaries are available to Headlines subscribers.</p>	<p>The weekly Headlines e-mail continues to offer short précis, in both official languages, for documents recently published or updated on <i>Strategis</i>. Documents from non-federal sources are not translated, nor are précis written up for them, because of intellectual property issues.</p> <p>In addition, detailed abstracts were completed for each of the 250 <i>Strategis</i> products or sub-products. These abstracts will be fully searchable from <i>Strategis</i> in 2000-01.</p>

<b>Strategis (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Information sessions and presentations</b></p> <p>Teams are available to offer presentations or demonstrations on <i>Strategis</i> to official language minority business groups and community associations everywhere in Canada.*</p> <p>* For information on sessions offered by local promotions teams, refer to Regional Office achievement reports.</p>	<p>The corporate marketing team participated in the Casselman, Ontario, SME Info-Fair and delivered a presentation on <i>Strategis</i> to a group of Francophone librarians of the Prescott-Russell area (Embrun).</p>
<p><b>Search software</b></p> <p>We will continue to evaluate search software that uses a French-English dictionary to translate key words automatically.</p>	<p>The bilingual search feature is available from the main menu of <i>Strategis</i>.</p>
<p><b>Evaluation</b></p> <p>As part of the evaluation of the Student Connection Program, Industry Canada will assess the impact of <i>Strategis</i> on minority communities.</p>	<p>Refer to the input submitted by the Student Connection Program.</p>



<b>Strategis (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Analytical grid for the quality of French</b></p> <p>The Chief Information Office has developed a grid for analysing the quality of French. All the new products, and products re-issued on a large scale, will be checked before being transferred to <i>Strategis</i>. Products already published on <i>Strategis</i>, or re-issued on a smaller scale, will be checked on an ad hoc random basis for the quality of their language.</p>	<p>Work is done daily on a case-by-case basis. The new collections that were subjected to such verifications: e-Start.ca., National Biotechnology Advisory Committee, Electronic Commerce in Canada, Canadian Biotechnology Clusters, Productivity, E-Market Your Business, Technology Commercialization Toolbox, and Parliamentary Relations.</p>

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

<b>Student Connection Program</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Selection process</b></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 <a href="http://scp-ebb.com">http://scp-ebb.com</a></p>	<p>Industry Canada continued to encourage Student Connection Program (SCP) administrative centres to promote their services to business and community groups and official language minority associations. Most administrative centres participated in presentations on Y2K and e-commerce, in collaboration with program partners and local organizations such as chambers of commerce.</p>
<p><b>Training in the language of the business</b></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>All SCP services and printed materials are available in both official languages. Administrative centres provide quick and efficient service to official language minority clients in their communities.</p>
<p><b>Participation of official language minority universities and colleges</b></p> <p>Industry Canada will ask colleges and universities to encourage their students to participate in the program.</p>	<p>As of April 30, 2000, SCP had 15 administrative centres located in post-secondary institutions. One centre is hosted at an Anglophone college in Quebec, and two are at Francophone schools outside of Quebec.</p>

## Student Connection Program (cont.)

Proposed Measures and Initiatives in Support of Section 41	Achievements
<p><b>Evaluation</b></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>Through SCP's evaluation process, Industry Canada has ensured that all services are available to official language minority communities in both official languages.</p>
<p style="text-align: center;"><b>Other Achievements</b></p> <p>After four years in operation, SCP has hired and trained more than 3100 post-secondary students, who have in turn assisted more than 65 000 Canadian SMEs. In response to the evolving technology training needs of Canadians, SCP has expanded its curriculum to include Internet training for seniors and introductory e-commerce initiatives. SCP services reflect federal government priorities (Connecting Canadians, e-commerce). As part of the Youth Employment Strategy, SCP will participate in a review in 2000-01 to consider the program for permanency.</p>	

Contacts: Elizabeth Johnston, (416) 952-9394  
 Tanis Knowles, (403) 292-4207

<b>VolNet</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Delivery agencies</b></p> <p>The Voluntary Sector Network Support Program (VolNet) will select up to 30 delivery agencies that will be responsible for identifying eligible recipients for VolNet Service Packages recipients, by assessing their needs and purchasing goods and services on their behalf.</p>	<p>To assist Francophones outside of Quebec, the program worked with a national French organization and two support delivery agencies: one in British Columbia and one in Saskatchewan. There is no Anglophone delivery agency in Quebec.</p> <p>All delivery agencies must be able to serve their clients in the official language of their choice. A clause concerning this obligation is included in each Contribution Agreement.</p>
<p><b>Project approvals</b></p> <p>Through its delivery agencies, VolNet will connect 10 000 voluntary organizations by March 31, 2001.</p>	<p>Forty-seven Anglophone associations in Quebec and 509 Francophone associations outside of Quebec received financial support from the program, which is aimed at increasing the voluntary sector's access to information technologies and to the related skills and tools.</p>

Contact: Giséle Proulx, (613) 991-3822

## Information Dissemination

<b>Canada Business Service Centres</b>										
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>									
<p><b>Client tracking</b></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>More than 250 Canada Business Service Centre (CBSC) regional access sites have been opened across Canada. The demand for service is divided as follows:</p> <table> <tr> <td>National</td> <td>French 14%</td> <td>English 86%</td> </tr> <tr> <td>Quebec</td> <td>French 82%</td> <td>English 18%</td> </tr> <tr> <td>New Brunswick</td> <td>French 20%</td> <td>English 80%</td> </tr> </table>	National	French 14%	English 86%	Quebec	French 82%	English 18%	New Brunswick	French 20%	English 80%
National	French 14%	English 86%								
Quebec	French 82%	English 18%								
New Brunswick	French 20%	English 80%								
<p><b>Information products</b></p> <p>New information products will continue to be added to the CBSC Web site in both official languages.</p>	<p>The federal, provincial and territorial partnership of the CBSCs has increased the overall volume of business information and tools available in both official languages, owing to the integration of federal, provincial and territorial information.</p> <p>Two new InfoGuides were added in 1999-2000 in emerging business topics: E-Commerce and Co-operatives.</p>									

## Canada Business Service Centres (cont.)

Proposed Measures and Initiatives in Support of Section 41	Achievements
<p><b>Communications</b></p> <p>Maintain proactive consultations with Francophone associations and businesses throughout CBSCs.</p>	<p>Outreach and promotional/advertising activities (presentations, seminars, newsletters) are targeted to official language minority communities and organizations.</p> <p>CBSC consulted official language minority business clients and associations during regular client satisfaction evaluations, and invited them to participate on client advisory boards.</p>
<p><b>Awareness</b></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>At federal info-fairs, CBSCs deliver seminars in both official languages.</p> <p>CBSCs also partner with community business and economic development associations to co-deliver seminars to minority official language groups.</p>

Contact: Vicki Kohse, (613) 954-4966

<b>Canadian Intellectual Property Office</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Seminars on intellectual property</b></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 1999–2000 fiscal year, CIPO staff gave five seminar presentations on Intellectual Property (IP) to official language minority groups within Canada in the official language of the group. (During the three-year period from 1997–2000, CIPO has given a total of 31 presentations on IP, significantly over the target of 24.)</p>
<p><b>TechSource</b></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 fiscal year 1999–2000, CIPO continued to provide bilingual abstracts for approximately 60 percent of new patent documents in an efficient and cost-effective manner through utilization of data from international Patent Cooperation Treaty filings. In this way, CIPO has continued making information available to clients beyond that which is required by the <i>Patent Act</i>.</p>

Contact: Bill MacDougall, (819) 997-2745

<b>Competition Bureau</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Information sessions and presentations</b></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 have delivered several presentations across Canada on the <i>Competition Act</i> and the consumer product programs. More specifically, we gave presentations on deceptive telemarketing, advertising on the Internet and the enforcement of the new provisions of the Act. All of these presentations were delivered in the language of our clients' choice, and participants were invited to ask their questions in the official language of their choice.</p>
<p><b>Competition information in French</b></p> <p>The Bureau will work towards locating French-language sites offering information on competition law and related matters, and integrate them into its home page.</p>	<p>We promote and offer all our public information documents on our Web site in both official languages.</p>
<p><b>Business shows</b></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 official language of their choice.</p>	<p>Our regional offices participated in several 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 (cont.)

**Proposed Measures and Initiatives  
in Support of Section 41**

**Achievements**

### **Other Achievements**

We distributed the videos "Deceptive Telemarketing," "Stop Phone Fraud, It's a Trap," and "Scam Alert." Our Information Centre provided information in the official language of our clients' choice. The Centre received approximately 2500 telephone calls per month. A French or English spokesperson was always available to speak on all Bureau files.

Contact: Loraine Lafleche, (819) 953-9760

## International Trade Centres

Proposed Measures and Initiatives in Support of Section 41	Achievements
<p><b>WIN registration</b></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 <a href="http://www.dfait-maeci.gc.ca/trade/menu-e.asp">http://www.dfait-maeci.gc.ca/trade/menu-e.asp</a></p>	<p>Companies from official language minority communities continue to be registered in this database.</p>
<p><b>Team Canada Inc products and services</b></p> <p>The ExportSource Web site and 1-888 Export Information Service Line are Team Canada Inc's tools 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 <a href="http://www.exportsource.gc.ca">http://www.exportsource.gc.ca</a> and the telephone number is 1-888-811-1119.</p>	<p>Team Canada Inc integrates, on a continuing basis, information holdings provided by its 22 federal departments and agencies, which include links to provincial partners.</p> <p>Team Canada Inc products and services continue to be marketed at trade shows and events, including SME info-fairs. Team Canada Inc ensures that information and resource personnel are available to meet the needs of official language minority communities.</p>

## International Trade Centres (cont.)

### Proposed Measures and Initiatives in Support of Section 41

### Achievements

#### Communications

Each Regional Trade Network will promote its services to ensure that Canadian firms are aware of the export support services available to them.

Promotional materials continue to be 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.

International Trade Centres (ITC)/Manitoba held an event to promote its services to the Francophone community in the province, which included a radio show on the local French-language station.

ITC/Toronto participated in four major events directed to the Francophone community and held four seminars in which 28 Francophone businesses participated. As well, Francophone local export development advisors have been recruited to work in Hawkesbury and Cornwall, and recruitment of advisors is planned for other areas in the Ottawa region.

ITC/Winnipeg set up an information booth to greet Le Grand train de la Francophonie when it arrived in Winnipeg, and a presentation was made to announce the Francommunautés virtuelles Web site.

<b>International Trade Centres (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<b>Communications (cont.)</b>	ITC/Winnipeg made a financial sponsorship contribution to the Festival du Voyageur and participated as one of the hosts of the interdepartmental Official Language Champions meetings.
<b>Trade missions</b>  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.	ITC/Toronto is partnering with La Chambre économique de l'Ontario to plan a mission of Francophone entrepreneurs to French-speaking European countries in 2000.  ITC/Moncton organized Franco Com 99, a forum for Francophone countries in Canada (reverse trade mission), prior to the Francophonie Summit. More than 160 companies participated; 17 agreements were concluded during the event and others followed.

Contact: Carol Bruce, (613) 957-8267

<b>Office of Consumer Affairs</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Web site</b></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>Work is done on an ongoing basis. Consumer Connection/Carrefour des consommateurs is listed on various Internet directories and search engines, such as Toile du Québec, Yahoo France and Carrefour.net. Over 30 percent of the page accesses on the site are for French documents.</p>
<p><b>Search for French-language Web site</b></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>While the proportion of hyperlinks to French and English sites on Consumer Connection/Carrefour des consommateurs has remained basically the same, we continue our search for worthwhile French sites. Currently, French sites represent about 30 percent of all links posted on Consumer Connection.</p>

<b>Office of Consumer Affairs (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Launch of new products</b></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!, an update of the Financial Service Charges Calculator, and the Annual Report Card on Financial Service Charges.</p>	<p>Given the lack of response to previous mail-outs to official language minority groups, it was determined that the media would be a more effective means of reaching individual members of these groups.</p>

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

## Internal Support Mechanisms

Internal Support Mechanisms	
Proposed Measures and Initiatives in Support of Section 41	Achievements
<p><b>Consultations/familiarization</b></p> <p>Consultations will take place with representatives of official language minority groups.</p>	<p>Industry Canada participates fully in the consultations organized by Heritage Canada with official language minority community associations.</p> <p>Assistant Deputy Minister Diane Vincent met on several occasions with members of the Fédération des communautés francophones et acadienne as well as with members of Francophone associations in other provinces, particularly during the events related to the Francophonie Summit in Moncton.</p>
<p><b>Network of Section 41 coordinators</b></p> <p>Coordinators will work closely with management to promote this part of the <i>Official Languages Act</i>.</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 is supported by the Regional Executive Directors. The network of regional coordinators has increased, allowing greater participation in activities related to Section 41.</p>

<b>Internal Support Mechanisms (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Network of Section 41 coordinators (cont.)</b></p> <p>Regular meetings will take place among coordinators.</p>	<p>Monthly conference calls and a yearly meeting were organized to update coordinators and to establish strategic priorities.</p>
<p><b>Distribution of material</b></p> <p>Widely distribute Action Plan, Achievement Report and materials related to Section 41.</p>	<p>The 1998-1999 Achievement Report was distributed to the main national and provincial official language minority organizations, and to all the national coordinators in the economic sector.</p> <p>The Achievement Report was presented to the departmental Senior Management Committee.</p> <p>Articles, newsletters of the National Committee for Canadian Francophonie Human Resources Development, and Canadian Heritage Bulletins were distributed to senior managers in the Department and to officers who deliver services and programs.</p> <p>Articles were prepared and made available on the implementation of Section 41 of the <i>Official Languages Act</i> in the departmental electronic publication, <i>Argus</i>.</p>



## Internal Support Mechanisms (cont.)

<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>National Committee for Canadian Francophonie Human Resources Development</b></p> <p>Industry Canada will be an active member of the National Committee for Canadian Francophonie Human Resources Development.</p>	<p>Industry Canada participated in all the meetings of the National Committee and on several working groups (communications and evaluation framework).</p> <p>Industry Canada representatives participated on three sectoral round tables established by the National Committee (on the knowledge-based economy, tourism and the integration of young people in economic development).</p> <p>Industry Canada's Legal Services contributed to the development of several provincial memoranda of understanding with Francophone communities and federal and provincial organizations.</p>

<b>Internal Support Mechanisms (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Interdepartmental coordination</b></p> <p>Industry Canada will work with other federal organizations to better coordinate official language minority community or government projects related to Section 41.</p>	<p>Industry Canada participated in more than 40 interdepartmental meetings on the development of an interdepartmental partnership with official language minority communities, Heritage Canada's evaluation framework, the responsibility for French on the Internet, activities relating to the Year of La Francophonie in Canada, the launching of les Rendez-vous de la Francophonie with Treasury Board Secretariat, and other matters.</p>
<p><b>Champions</b></p> <p>Industry Canada will participate in meetings of the Committee of Official Language Champions organized by the Treasury Board Secretariat.</p>	<p>An Industry Canada representative participated in two meetings of Champions (in September 1999 in Prince Edward Island and in February 2000 in Winnipeg).</p>
<p><b>French on the Internet</b></p> <p>Industry Canada will work closely with other federal departments to respond to the recommendations.</p>	<p>Industry Canada has actively participated in the response to the report of the Commissioner of Official Languages on French on the Internet by proactively engaging in interdepartmental consultations. Industry Canada sought membership in the</p>

<b>Internal Support Mechanisms (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>French on the Internet (cont.)</b></p> <p>Industry Canada will develop guidelines to increase the quantity and quality of French on the Internet.</p>	<p>working group that is preparing the report and recommendations to the Committee of Deputy Ministers for Official Languages.</p> <p>Industry Canada is also a member of the Technolinguistic Interdepartmental Committee for French on the Internet.</p> <p>Within the Department, consultations have taken place to develop an action plan to enhance the French content and quality of the Department's Internet products and to advance access to these products through new tools.</p> <p>A statement of guiding principles for both official languages over the Internet has been prepared. Goals and objectives supporting the statement of principles have been drafted, and they will be implemented pending the results of consultations.</p>
<p><b>Evaluation</b></p> <p>Develop an evaluation framework in 1999-2000.</p>	<p>A framework was completed to conduct an evaluation in 2000-01 regarding the implementation of Section 41 within the Department.</p>

<b>Internal Support Mechanisms (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Treasury Board guidelines</b></p> <p>Within the Department, promote the new Treasury Board (TB) principles for the preparation and analysis of TB submissions.</p>	<p>A presentation was made to the Senior Management Committee, and meetings took place to discuss the new TB guidelines and to look at the process that could be put in place.</p>
<p><b>Other Achievements</b></p> <p>Industry Canada/FedNor gave \$80 500 to the 3rd Forum of Francophone Business People of Canada, which was held in Bathurst, New Brunswick, in June 1999.</p> <p>See activities under Year of La Francophonie in Canada.</p>	

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

## Year of La Francophonie in Canada

Year of La Francophonie in Canada	
Measures and Initiatives in Support of Section 41	Achievements
<p><b>Support to the Francophone community</b></p> <p>Beyond the Year of La Francophonie in Canada (YFC), Industry Canada's overall strategy is specifically designed to achieve concrete and long-term results in support of Francophone communities. Industry Canada's objectives include, among others, illustrating to Canadians that Francophone communities participate fully in the country's technological and economic development and that Industry Canada's programs and activities provide support for that participation.</p>	<p>Given the scope and great variety of programs established by Industry Canada for the Year of La Francophonie (59 external and internal activities), the Department developed best practices to allow official language minority communities to better understand our organization and participate more fully in its programs and services. These practices also helped increase awareness among Industry Canada employees of Francophone communities.</p> <p>The Department's involvement in highly visible events such as the VIIIth Francophonie Summit, the Atlantic Forum on Smart Communities, Une Francophonie branchée, the Pan-Canadian Network of Virtual Historic Villages, the 3rd Forum of Francophone Business People of Canada and the 7th Francophone Business Forum, the Forum économique fransaskois, the Gala de la francophonie, the Grand train de la francophonie, Franco Com 99, the Exposition de Vancouver, and Francomania clearly illustrated the Department's commitment to Francophone communities. Francophone communities are more</p>

## Year of La Francophonie in Canada (cont.)

Measures and Initiatives in Support of Section 41	Achievements
<p><b>Support to the Francophone community (cont.)</b></p>	<p>aware of the programs and services offered by the Department, and valuable contacts were made or consolidated both nationally and internationally.</p> <p>The Vitrine technologique organized by Industry Canada in the context of the VIIIth Francophonie Summit made Internet information services available to delegates, showcasing a vast range of programs and services offered to Canada's Francophone communities.</p> <p>Through the Eastern Ontario Small Business Info-Fair; the Forum Femmes francophones du 3e millénaire; and the Conférence et Salon des affaires, Réseau des Femmes d'affaires et le développement économique rural, we reached target minority groups the Department has less contact with, such as Francophone women.</p>
<p><b>Awareness</b></p> <p>Make Industry Canada employees aware of communities' needs and expectations, and ensure that the communities gain a better understanding of the Department and participate fully in its programs and services.</p>	<p>Through the YFC, the Department laid the foundation to build employee awareness of the needs of its official language minority clients. This awareness will continue to increase through an internal awareness campaign to be launched soon in the Department.</p>

## Year of La Francophonie in Canada (cont.)

**Measures and Initiatives  
in Support of Section 41**

**Achievements**

### Other Achievements

Several articles specifically directed to Francophone communities were published throughout the YFC in *Argus*, the Department's internal electronic newsletter.

The Web site created for the YFC (<http://icfrancophonie.ic.gc.ca>) was constantly updated during this period.

Several activities took place in the National Capital Region and throughout Canada during the YFC, for example, the Picnic for the Federal Employees, the Language Capsules (e-mail), the Industry Canada Human Resources Branch Open House, the Franco-cinés and the Literary Coffee Hour.

Contact: Cécile Langelier (613) 954-4974

## The Regions

<b>Atlantic Region</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Consultations</b></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.</p> <p>Sit on various sub-committees established during annual consultation meetings, and provide advice.</p>	<p>We participated in region-wide meetings as well as ad hoc subject- or province-specific meetings.</p> <p>We delivered presentations on Information Highway Applications Branch and on Industry Canada to the Francophone community.</p> <p>In every Atlantic province, we participated in Francophone cultural, business and government events. In New Brunswick, the level of activity was particularly intense due to the 1999 Francophonie Summit in Moncton.</p> <p>We attended several meetings throughout the year organized by associations such as the Fédération acadienne de la Nouvelle-Écosse, the Société éducative de l'Île-du-Prince-Édouard, the Fédération des francophones de Terre-Neuve et du Labrador, and the Société des Acadiens et Acadiennes du Nouveau-Brunswick.</p>



<b>Atlantic Region (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Employee and management awareness</b></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>A presentation was made to the Deputy Minister and the Assistant Deputy Ministers during their visit to the region on February 10, 2000.</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><b>Information technology and the Information Highway</b></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>Information documents on the Connecting Canadians programs were distributed to all Francophone and Acadian groups in the region in fiscal year 1999-2000.</p> <p>There are Information Highway secretariats (or similar organizations) in every Atlantic province, and we keep abreast of their activities.</p>

## Atlantic Region (cont.)

### Proposed Measures and Initiatives in Support of Section 41

### Achievements

#### Information technology and the Information Highway (cont.)

Participate in any activity further to the conference on the Information Highway for Francophone communities.

Sit on various Information Highway sub-committees made up of Francophone community representatives, if applicable.

We partnered with the Société nationale de l'Acadie (SNA) on two Smart Communities Conferences in May and October of 1999. These conferences were pan-Atlantic as well as international in scope. We also participated as an active member of the Télécommunauté acadienne et francophone de l'Atlantique (TAFA) committee of the SNA, which has now evolved into the Commission atlantique des communautés ingénieuses.

We play an active role in the committees created in the four Atlantic provinces on Information Highway issues.

We help the Francophone community to find funding for its Information Highway projects, and encourage it to use the Information Highway to preserve its language and culture.

<b>Atlantic Region (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Centre international pour le développement de l'inforoute en français (national) (CIDIF)</b></p> <p>Supervise and provide assistance of a policy and/or technical nature as needed.</p>	<p>We keep abreast of CIDIF's activities. A CIDIF representative sits on the Advisory Committee of the Francommunautés virtuelles program as well as on the TAFE/Communautés ingénieuses committee.</p>
<p><b>Computers for Schools Program</b></p> <p>Ensure that a percentage of the computers to be replaced are provided to French schools.</p> <p>Meet with Computers for Schools officials to make them aware of the needs of Francophone communities.</p>	<p>Computers are distributed according to the proportion of the Francophone school population in every province.</p> <p>The Atlantic Region has met and exceeded the target delivery number for computers in schools.</p>
<p><b>SchoolNet</b></p> <p>Actively promote SchoolNet by establishing direct contacts with provincial departments of education, local school boards and French schools.</p>	<p>SchoolNet representatives visited the Atlantic Region during the summer and winter of 1999 to meet with provincial officials as well as stakeholders. We are in regular contact with these groups and provide them with ongoing information on programs and initiatives.</p>

<b>Atlantic Region (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Digital Collections</b></p> <p>Actively promote the program to official language minority communities and their associations.</p>	<p>We are working with the Université de Moncton School of Engineering to promote science and technological applications, including sponsoring an Atlantic-wide engineering competition.</p> <p>We take advantage of any meeting with youth groups to explain all the Information Highway programs.</p> <p>We regularly encourage local Francophone groups and associations to use the programs.</p>
<p><b>Community Access Program (CAP)</b></p> <p>Actively promote the program to official language minority communities and their associations.</p>	<p>Between April 1 and March 31, two Francophone CAP sites went up in Newfoundland and two in New Brunswick. Discussions are under way for the establishment of at least two sites in Newfoundland.</p>
<p><b>Student Connection Program (SCP)</b></p> <p>Advertise SCP and encourage students to use it to increase the Information Highway-related knowledge base within official language minority communities.</p>	<p>We take advantage of any meetings with youth groups to explain all the Information Highway programs.</p>

<b>Atlantic Region (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Strategis</b></p> <p>Promote the use of <i>Strategis</i> for the distribution of departmental information.</p> <p>Encourage the main Francophone associations to promote <i>Strategis</i> among official language minority communities.</p>	<p>We take part in info-fairs in Francophone communities (particularly in New Brunswick). They provide good opportunities to promote <i>Strategis</i> as a source of French-language business and government information.</p>
<p><b>Youth Employment Strategy and science and technology</b></p> <p>Inform official language minority community groups about the Strategy, in conjunction with Industry Canada programs, such as the Community Access Program, the Student Connection Program and Computers for Schools.</p>	<p>We take advantage of any meetings with youth groups to explain all the Information Highway programs.</p>
<p><b>Information</b></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>We take part in info-fairs in Francophone communities (particularly in New Brunswick). They provide good opportunities to promote information on French Information Highway programs.</p>

<b>Atlantic Region (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Information (cont.)</b></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>The Francophone media are an integral part of our media contact list (e.g. Minister Manley did an interview with the French CBC as well as Radio Jeunesse in August during Franco Com 99.)</p>
<p><b>International Trade</b></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>These efforts are ongoing. Franco Com 99 was organized as a peripheral activity around the Moncton Francophonie Summit. This was a trade-partnering event involving all Atlantic provinces, and firms interested in international Francophone markets. Industry Canada was a co-organizer.</p> <p>These efforts are ongoing. We participate in the activities of the Conseil économique du Nouveau-Brunswick, a province-wide Francophone business organization. For example, Minister Manley participated in the closing ceremony at Franco Com 99. Also, Assistant Deputy Minister Diane Vincent launched the Virtual Trade Show at Franco Com 99.</p>

## Atlantic Region (cont.)

### Proposed Measures and Initiatives in Support of Section 41

#### Francophonie 1999

Keep informed about matters relating to Moncton's application to hold the Francophonie Summit in 1999, and provide the necessary support.

### Achievements

Industry Canada played an active role on committees set up to organize the Moncton Summit. We provided logistical support and content for the preparatory conferences and for the Summit itself. We developed an Industry Canada strategy for the Year of La Francophonie in Canada and for the Summit. We partnered and participated actively in several Summit events, 10 of which were:

- Atlantic Forum on Smart Communities 1999 — May 5-7, 1999
- 3rd Forum of Francophone Business People of Canada — June 10-12, 1999
- 7th Francophone Business Forum — June 13-16, 1999
- International Francophone Conference on Health Sciences — June 26-29, 1999
- Le Grand train de la Francophonie — August /September 5, 1999
- Franco Com 99 International Trade Fair — August 24-26, 1999
- Initi@tives 99 Forum— August 26-30, 1999
- Village de la Francophonie — September 1-5, 1999
- International Conference and Technology Applications Expo — October 13-16, 1999
- Announcements: Une Francophonie branchée and Francomania.

## Atlantic Region (cont.)

**Proposed Measures and Initiatives  
in Support of Section 41**

**Achievements**

### Other Achievements

Industry Canada organized three closing ceremonies for the Year of La Francophonie for staff in the Atlantic provinces. We identified five Francophones and Francophiles (Industry Canada Atlantic employees) for profiles in *Argus*. We submitted two articles related to the Moncton Summit for publication in *Argus*.

Contact: Patricia Babineau, (506) 851-6519



<b>Quebec Region</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Awareness sessions</b></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>This will now be held in fall 2000, because of the reorganization of resources in the Department of Canadian Heritage and the resulting unavailability of program staff.</p>
<p><b>Information sessions/<i>Strategis</i></b></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><b><i>Strategis</i></b></p> <p>On June 22, 1999, a <i>Strategis</i> presentation was made to 32 Anglophone company representatives (members of the Association des manufacturiers et exportateurs du Québec) at Hotel Radisson, Montreal.</p> <p>On September 15, 1999, a <i>Strategis</i> presentation was made to 40 Anglophone students of Concordia University (International Trade Program).</p> <p>On December 8, 1999, a <i>Strategis</i> presentation was made to 21 Anglophone company representatives at Hotel Radisson (members of the Association des manufacturiers et exportateurs du Québec).</p>

<b>Quebec Region (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<b>Information sessions/<i>Strategis</i> (cont.)</b>	<p>On January 17, 2000, a <i>Strategis</i> presentation was made to 43 Anglophone students of Concordia University (International Trade Program).</p> <p><b>Contact Export</b></p> <p>On May 28, 1999, a presentation was made to 14 Anglophone company representatives on exporting basics at Hotel Dorval, Dorval, Quebec.</p> <p><b>International Financial Institutions</b></p> <p>On November 3, 1999, a presentation was made to 30 Anglophone company representatives in Washington, D.C. (through the International Trade Centre, Quebec Region).</p> <p>On December 8, 1999, a presentation was made to 30 Anglophone company representatives in Washington, D.C. (through the International Trade Centre, Quebec Region).</p>

<b>Quebec Region (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<b>Information sessions/<i>Strategis</i> (cont.)</b>	<p><b>Trade</b></p> <p>In June 1999, at La Conférence de Montréal, presentations were made to 60 Anglophone company representatives on doing business in Latin America (through the International Trade Centre).</p> <p>Also at La Conférence, the International Trade Centre provided English language support to eight separate Doing Business in Latin America sessions, which were provided entirely in English or in English and Spanish. Approximately 250 company representatives participated in these segments of the Conférence.</p> <p>Trade Seminars offered in English or bilingual format were:</p> <ul style="list-style-type: none"> <li>• September 30, 1999, Trade with Panama and El Salvador, 30 company representatives from Peru and Bolivia, (International Trade Centre)</li> <li>• October 28, 1999, 35 company representatives from Ecuador (International Trade Centre)</li> <li>• March 13, 2000, 25 persons (International Trade Centre).</li> </ul>

<b>Quebec Region (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<b>Information sessions/Strategis (cont.)</b>	<b>Spectrum</b>  Throughout the fiscal year, presentations were offered in English to 34 members of the Commonwealth Telecommunications Organization as technology transfer information modules.
<b>Team Canada Inc</b>  Hold at least three information sessions per year on Team Canada Inc for English-speaking groups to help prepare and train new Canadian exporters, while contributing to the economic development of the Anglophone minority.	 On February 2, 2000, a presentation was made to 30 Anglophone company representatives in Washington, D.C. (through the International Trade Centre, Quebec Region).  On March 8, 2000, a presentation was made to 15 Anglophone company representatives in Washington, D.C. (through the International Trade Centre, Quebec Region).
<b>Intellectual property (IP)</b>  Give sessions on intellectual property, if possible in conjunction with presentations by other Industry Canada services and programs.	 Three IP presentations were offered during the fiscal year: two at O'Sullivan College, Montreal, in April 1999 for 80 SME students, and one at Concordia University on March 1, 2000, for 25 students of Engineering and Design.

<b>Quebec Region (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Community Access Program (CAP) :</b></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>On February 24, 2000, a bilingual presentation was made on CAP to representatives of West Island municipalities (four Anglophones out of 15 participants).</p> <p>In December 1999, the Coordinator, Official Languages, Québec Region, discussed with members of the Quebec Farmers Association their proposed CAP projects, and followed up on two occasions with an officer of the Department of Canadian Heritage.</p>
<p><b>Community liaison</b></p> <p>Hold an annual meeting with Anglophone minority representatives in order to understand their needs and expectations.</p>	<p>The Section 41 National Coordinator met with Anglophone minority representatives in September in Quebec City. Annual meetings are organized by the Department of Canadian Heritage.</p>

## Quebec Region (cont.)

### Proposed Measures and Initiatives in Support of Section 41

### Achievements

#### Other Achievements

The Coordinator, Official Languages, Quebec Region, participated in two days of focus groups with Anglophone minority organizations and federal government *Official Languages Act* officials to assist in the development of performance measurement criteria for the Official Languages Evaluation Framework. This not only permitted the input to that specific process, but also enabled Industry Canada Quebec Region to discuss with the Anglophone minorities their preoccupations regarding the provision of government services in both official languages.

Bilingual kiosks were featured at numerous trade events throughout the year.

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<b>Ontario Region</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Trade</b></p> <p>Work with Ontario Francophone companies to increase their share of global trade.</p>	<p>The International Trade Centre (ITC) participated in four major events directed to the Francophone community, including the annual meeting of l'Association francophone des municipalités de l'Ontario in Sturgeon Falls (200 representatives from Francophone municipalities), the Gala de la francophonie in Sudbury (175 participants), the Mondial des Amériques in Ottawa (125 participants) and the 3rd Forum of Francophone Business People of Canada in Bathurst, New Brunswick (40 participants).</p> <p>The ITC held four seminars, in which 28 Francophone businesses participated.</p> <p>Francophone local export development advisors have been recruited to work in Hawkesbury and Cornwall, and others are slated for areas in the Ottawa region.</p> <p>The ITC is partnering with the Chambre économique de l'Ontario to plan a mission of Francophone entrepreneurs to French-speaking European countries in 2000.</p>

<b>Ontario Region (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Investment</b></p> <p>Improve conditions for investment in Ontario's economy.</p>	<p>A French-language Universal Call Distribution system was installed in the Canada-Ontario Business Service Centre (COBSC) Call Centre Answering System. This provides improved access for Francophone clients to the Call Centre's information system and information officers.</p> <p>The Program for Export Market Development has been made available to Francophone communities in Ontario, and a special effort has been made to encourage them to apply, as they participated in the annual meeting of the Association francophone des municipalités de l'Ontario.</p>
<p><b>Connectedness</b></p> <p>Make Ontario the most connected province in Canada.</p> <p>Ensure that Ontario is well connected to meet the government's priorities.</p>	<p>Presentations and workshops related to Connecting Canadians, <i>Strategis</i>, etc., were delivered to Francophone audiences.</p> <p>Discussions were started with Francophone school boards to install Tier II urban Community Access Program (CAP) sites.</p>



<b>Ontario Region (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<b>Connectedness (cont.)</b>	<p>We delivered 260 computers and 35 printers to Francophone schools and public libraries.</p> <p>We installed a computer refurbishment centre in one Francophone high school and are considering at least one other.</p>
<p><b>Community liaison</b></p> <p>Develop appropriate contacts within the Francophone community to identify needs related to entrepreneurship and community economic development.</p>	<p>The International Trade Centre worked with the Chambre économique de l'Ontario to support the participation of 40 Ontario businesses at the 3rd Forum of Francophone Business People of Canada, an event surrounding the Francophonie Summit in Moncton, New Brunswick.</p> <p>A southern Ontario study focussed on Francophone clients' awareness and use of Industry Canada programs and services. The Region has set up an action committee to address recommendations and find ways to improve service, like working with La Chambre économique de l'Ontario and the Comité paritaire to better respond to the needs of Francophone clientele.</p>

<b>Ontario Region (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Information</b></p> <p>Participate in activities such as info-fairs and conferences to distribute information on departmental programs and services.</p>	<p>A special Small Business Conference and Info-Fair targeting the Francophone business community in southeastern Ontario was held in Casselman in cooperation with La Chambre économique de l'Ontario. More than 115 business people attended the Conference and 270 persons attended the Info-Fair. ITC and COBSC participated in the Conference and Info-Fair.</p> <p>Four other Small Business Conferences and Info-Fairs were organized in Pembroke, Sarnia, Etobicoke and Belleville. The Francophone business community was made aware of these fairs through French advertisements placed in local media, and was invited to all these events, where documentation and translation were made available.</p>
<p><b>Communications</b></p> <p>Maintain proactive consultations with Francophone associations, businesses and media throughout Ontario.</p>	<p>Bi-monthly advertising on Industry Canada programs and services, such as COBSC, was placed in <i>Le Lien économique</i>, targeting the Ontario Francophone business community.</p>

<b>Ontario Region (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<b>Communications (cont.)</b>	<p>We delivered outreach to key women's groups, including the Association des femmes d'affaires de Toronto.</p> <p>We extended a marketing campaign for Computers for Schools to public and Catholic Francophone school boards, private schools, and public libraries.</p>
<b>Other Achievements</b>	
<p>Industry Canada organized internal events related to the Year of La Francophonie in Canada to increase employee awareness and contribute to the enhancement of services to Francophone clients.</p> <p>The Department continued to offer training in French over lunch hours to approximately 40 employees.</p>	

Contact: Simone Pertuiset, (416) 952-1603

<b>FedNor</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Trade</b></p> <p>Work with businesses in northern Ontario to increase Canada's share of global markets.</p>	<p>Through FedNor's Youth Internship Initiative, Collège Boréal implemented a business plan to establish a bilingual research and information centre for business people in northern Ontario (March 2000, \$25 000).</p> <p>Collège Boréal developed an implementation plan for a "Centre de perfectionnement en français" (March 2000, \$20 000).</p> <p>The North-Aski Non-Profit Development Corporation developed and implemented a practical approach to quality assurance consistent with the ISO 9002 standard (1994) (February 2000, \$20 000).</p>
<p><b>Investment</b></p> <p>Create more favourable conditions for investment in the economy of northern Ontario.</p>	<p>The Conseil des Arts de Hearst hired a young intern to develop a strategic plan and a marketing plan (August 1999, \$25 000).</p>

<b>FedNor (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<b>Investment (cont.)</b>	<p>The Association des francophones du Nord-Ouest de l'Ontario developed a business plan to set up a Francophone community centre in Thunder Bay (May 1999, \$5000).</p> <p>Collège Boréal coordinated Mission France, a project to study economic development in Greater Sudbury (May 1999, \$20 000).</p>
<p><b>Connectivity</b></p> <p>Ensure that northern Ontario is connected to meet the federal government's priorities.</p>	<p>Contact North led two Francophone workshops for the new Community Access Program (CAP) sites in northeastern Ontario (May 1999, \$12 000).</p> <p>Through the Youth Internship Program, an intern created a Web site, assisted with the installation and training related to a video-conferencing system, worked closely with the "Réseau Carrière Nord" networking project — which includes six French-language school boards in northern Ontario and Collège Boréal — and established a computer hardware inventory system (January 2000, \$25 000).</p>

<b>FedNor (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Community links</b></p> <p>Develop appropriate contacts within the Francophone community to identify needs related to entrepreneurship and community economic development.</p>	<p>The North-Aski Non-Profit Development Corporation restructured its organization and developed new by-laws and regulations (March 1999, \$13 000).</p> <p>The Village international de Sudbury changed from a non-profit organization to a non-profit work cooperative (April 1999, \$20 000).</p> <p>The Mouvement des intervenants en radiodiffusion communautaire de l'Ontario implemented strategies to upgrade community radio stations and provide genuine, practical training in the workplace to young workers (March 2000, \$75 000).</p> <p>The Club d'Âge d'or de la Vallée benefited from the Youth Internship Initiative to obtain an intermediary and resource person for the board of directors, the housing committee, the foreman, the community, local organizations, the media and other groups for construction of a building with 33 units for Francophones from across northern Ontario (November 1999, \$25 000).</p>

<b>FedNor (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<b>Community links (cont.)</b>	<p>The Fondation communautaire de Témiskaming has been working for several years on a retirement home and community health service/Francophone centre project. An intern was hired to review, plan and coordinate the stages in the start-up and construction of this project (June 1999, \$25 000).</p> <p>With reference to a feasibility study, business plan and action plan, the Association pour l'intégration communautaire adapted their work centre to help Francophones enter the labour market or to develop small businesses, which in turn reduced their dependence on social assistance (March 1999, \$25 000).</p> <p>FedNor sponsored the 10th annual meeting of the Association française des municipalités de l'Ontario.</p>
<b>Youth</b>  FedNor supports government-wide and Industry Canada youth initiatives.	<p>The Centre de consultation pour l'embauche des jeunes Inc. in Hearst hired an intern to develop a strategic plan and a marketing plan to start up a sawmill to employ young Francophones in the region (February 2000, up to \$26 000).</p>

<b>FedNor (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<b>Youth (cont.)</b>	<p>The Chambre économique de l'Ontario coordinated participation by entrepreneurs and young Francophone entrepreneurs from northern Ontario at the 3rd Forum of Francophone Business People of Canada and the 7e Forum francophone des affaires (May 1999, \$40 500).</p> <p>The Mondial des Amériques brought together owners of SMEs from throughout the Americas in a single place. More than 200 young Francophone leaders seeking an introduction to the business world met at the Ottawa Conference Centre to take part in a unique economic mission (November 1999, \$24 000).</p> <p>The Centre de consultation pour l'Embauche des Jeunes upgraded its service to young Francophones by creating a small sawmill (July 1999, \$6606).</p> <p>The North-Aski Non-Profit Development Corporation, responsible for the delivery of Community Futures for all communities within its geographic area, established a Francophone Youth Business Development Centre (October 1999, \$40 000).</p>



<b>FedNor (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Women</b></p> <p>Improve economic development opportunities for women.</p>	<p>A consultant was hired to conduct a feasibility study of the garment-making sector for the Parmi-elles group (March 1999, \$17 685).</p>
<p><b>Tourism</b></p> <p>In cooperation with other organizations, develop and promote a tourist product targeting Francophone communities in northern Ontario, in addition to increasing the number of participating French-language organizations.</p>	<p>Through FedNor's Integration Project and in partnership with the Township of Dubreuilville, the Superior East Community Futures Development Corporation hired a consultant to conduct a Francophone Marketing Tourism Workshop in Dubreuilville (March 2000, \$5400).</p> <p>The North-Aski Non-Profit Development Corporation hired a consultant to conduct a feasibility study to determine the potential for establishing a multifunction Francophone tourism site (February 2000, \$20 000).</p> <p>The Centre culturel Louis-Hémon in Chapleau promoted its Quatrain Project, which includes the creation of 10 historic murals as well as a Francophone touring art exhibit throughout Ontario (September 1999, \$4000).</p>

<b>FedNor (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<b>Tourism (cont.)</b>	<p>FedNor funding supported the Conseil des Arts de Hearst in promoting its "Festival Country de Hearst." The purpose of this Francophone project is to meld the cultural community in Hearst with regional tourism development and to generate an economic impact on tourism and on the cultural and community services sectors (April 1999, \$15 000).</p> <p>The Conseil des Arts de Hearst, in partnership with the other groups, organized a Northern Ontario Francophone cultural festival to celebrate Saint-Jean-Baptiste Day (May 1999, \$8487).</p> <p>FedNor contributed to the first major event of Verner Vision 2000, the Verner Rodeo Fest (May 1999, \$13 500).</p>
<p><b>Increased awareness</b></p> <p>Continue efforts to raise the awareness of employees, partners and officers responsible for program delivery in compliance with Section 41 of the <i>Official Languages Act</i>, and encourage greater awareness at the community level.</p>	<p>As part of the new millennium and an effort to raise public awareness, the Salon du Livre 2000, held in Hearst, was a major regional event focussing on French-language culture and literature.</p>

<b>FedNor (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Communications</b></p> <p>Maintain proactive consultation with Francophone associations, businesses and media.</p>	<p>FedNor developed a contact list of key Francophone businesses of various economic sectors of northern Ontario, as well as a list of not-for-profit Francophone organizations and associations.</p> <p>FedNor ensures ongoing promotion of all its programs and services with the French-language media.</p> <p>FedNor coordinated significant FedNor Francophone-related project announcements.</p>
<p><b>Community Futures Development Corporations</b></p> <p>Community Futures Development Corporations (CFDCs) in northern Ontario must pursue opportunities for strengthening the local economy and creating jobs.</p>	<p>During Small Business Week, several CFDCs promoted workshops and competitions to encourage Francophones to go into business.</p> <p>A few CFDCs revised their strategic plans for the regions they serve. Vision 2000 in Sturgeon Falls and North-Aski ensured a follow-up for Francophones.</p>

<b>FedNor (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<b>Community Futures Development Corporations (cont.)</b>	The Working Group for Services in both Official Languages is off to a good start. Analysis of the results of a survey of CFDCs is currently under way. Once it is completed, findings will be shared with the working group.
<b>Year of La Francophonie in Canada</b>  Celebrate the Year of La Francophonie in Canada to recognize the contribution of Francophones in all areas of Canadian society.	With funding from FedNor and several other partners, the first Gala de la francophonie was held in Sudbury. This event highlighted the economic contribution of Franco-Ontarians and recognized Ontario entrepreneurs who have achieved excellence. This first gala for French-speaking Ontario also increased participation by Francophone entrepreneurs from the North in the network of Francophone business people from the North and the rest of Ontario, raised the profile of the Chambre économique de l'Ontario and its members in the North, and bolstered networking and partnerships among entrepreneurs from all regions (\$50 000).

## **FedNor (cont.)**

<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p style="text-align: center;"><b>Other Achievements</b></p> <p>FedNor has put in place several internal initiatives and participated in many activities with the French community to celebrate the Year of La Francophonie in Canada.</p>	

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<b>Prairie and Northern Region</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Support for the Francophone community</b></p> <p>Consult proactively with Francophone associations and 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 frequently in local activities that are especially significant to the Francophone community.</p>	<p>Consultant Raymond Morin spent August and September 1999 touring the region and meeting with several dozen key Francophone organizations to gather information on local priorities, apprise them of regional programs of interest to them, and re-establish links in order to enhance working relationships.</p> <p>Last March, a tour was organized in Manitoba, Saskatchewan and Alberta, permitting the three Section 41 provincial coordinators to meet with French associations and to present the new Action Plan.</p>
<p><b>Internal awareness</b></p> <p>Lay the groundwork for <i>Regional Action Plan 2000-02</i>, ensuring that Section 41 responsibilities are integrated within the Department's regional business plan.</p> <p>Coordinate meetings of the departmental team of Section 41 coordinators for the Prairie and Northern Region.</p>	<p>Planning, Analysis and Communications Director John Morin (also executive in charge of regional Section 41 responsibilities) led a proactive process for strengthening links between Industry Canada and Francophone organizations.</p> <p>A special meeting took place gathering the provincial coordinators of the region, the national coordinator, the consultant and the director in charge of Section 41 of the <i>Official Languages Act</i>.</p>

## Prairie and Northern Region (cont.)

Proposed Measures and Initiatives in Support of Section 41	Achievements
<p><b>Internal Awareness (cont.)</b></p> <p>The regional coordinator will participate ad hoc at the Regional Management Table (RMT).</p> <p>The regional coordinator will contact program directors to identify the potential in enhancing the vitality of the region's official language minority communities.</p> <p>The Prairie and Northern Region Action Plan will be distributed to all employees in the Region. The goal is to increase Francophone access to departmental programs through employee initiatives. Continued promotion of this horizontal responsibility reduces the tendency to marginalize the role and effectiveness of regional coordinators.</p>	<p>RMT meetings continue to be a focal point for internal awareness.</p> <p>Consultations with program directors were undertaken as part of revisions and updates to the three-year plan.</p> <p>The Action Plan was distributed to all employees.</p> <p>Bilingual staff trained in Industry Canada programs and services participated enthusiastically in info-fairs and various trade shows to promote Industry Canada programs and services in the region.</p>
<p><b>External consultation and communications</b></p> <p>Maintain consultation with Francophone associations through proactive and frequent outreach programs and by participating in yearly regional interdepartmental community consultations organized by Canadian Heritage.</p>	<p>Departmental representation at consultation meetings organized by Canadian Heritage in Saskatchewan in May 1999.</p>

## Prairie and Northern Region (cont.)

Proposed Measures and Initiatives in Support of Section 41	Achievements
<p><b>External consultation and communications (cont.)</b></p> <p>Support the national Community Access Program (CAP) coordinator for Francophone minorities in promoting CAP in the rural environment. Continue to make CAP sites available to Francophone associations in Edmonton, Calgary, Regina, Winnipeg and elsewhere, and provide vital connectedness tools for urban Francophones in the region.</p> <p>Encourage and support the participation of Francophones in the Francommunautés virtuelles program.</p> <p>Encourage and support the participation of Francophones in VolNet.</p> <p>Promote SchoolNet programs among Francophone communities, notably SchoolNet GrassRoots, Canada's Digital Collections and Computers for Schools.</p>	<p>Industry Canada continued to act on the Memorandum of Understanding, developed in Alberta under the leadership of Human Resources Development Canada, to strengthen delivery of Section 41 responsibilities in partnership with provincial departments, principally through Denis Tardif, Executive Director of the Francophone Secretariat.</p> <p>Increased regional involvement in CAP by encouraging the Regional Information Highway Branch (RIHB), now involved in the CAP adjudication process, to include Francophone representatives.</p> <p>This initiative is ongoing. RIHB provided support to applicants of Francommunautés virtuelles.</p> <p>This initiative is ongoing. Regional staff have promoted VolNet serving as pathfinder and creating linkages with program directors in Ottawa.</p> <p>RIHB increased regional involvement in CAP, SchoolNet and Computers for Schools. Program delivery at the regional levels involved information sessions held in Francophone centres.</p>



<b>Prairie and Northern Region (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>External consultation and communications (cont.)</b></p> <p>French-language media and community associations will receive all pertinent news releases.</p>	<p>Regional Francophone newspapers continue to be included in Industry Canada's distribution list.</p>
<p><b>Promotion of other services</b></p> <p>Continue to actively promote SchoolNet to Francophone school boards in each province.</p> <p>In the Computers for Schools (CFS) program, 10 percent of the units will be targeted to schools administered by Francophone school boards in each province, and 5 percent to the Northwest Territories.</p> <p>Provide information sessions on certain Industry Canada programs, for example, <i>Strategis</i>, ExportSource, and The Year 2000: Are You Ready?</p>	<p>The Region continues to negotiate increased involvement in SchoolNet to ensure that the needs of the Francophone community are addressed in program delivery.</p> <p>CFS has provided 56 computers to Francophone schools in Alberta, 36 in Saskatchewan and 140 in Manitoba.</p> <p>Industry Canada participated in 13 Connecting Canadian events, SME Info-Fairs and various shows to promote its programs and services in the region.</p>

## Prairie and Northern Region (cont.)

**Proposed Measures and Initiatives  
in Support of Section 41**

**Achievements**

### **Other Achievements**

In Manitoba and Saskatchewan, Industry Canada continued to foster good working relationships with key Francophone business community leaders. In Manitoba, the Senior Trade Commissioner is a member of the Chambre de commerce francophone de Saint-Boniface, and dealt regularly with the Conseil de développement économique des municipalités bilingues. In Saskatchewan, Trade Commissioner Tom Rogers is a member of Les Gens d'Affaires de la Saskatchewan, and attended monthly meetings, advancing Industry Canada's support for Innovation and providing one of several points of contact within Industry Canada.

The Department organized internal events related to the Year of La Francophonie in Canada to increase employee awareness.

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<b>Pacific Region</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Support for the Francophone community</b></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>Consultations and discussions with Francophone groups have become more systematic.</p> <p>The region has supported key Francophone events, including info-fairs, business contests and service launches.</p> <p>We also participated in activities organized by various Francophone associations.</p>
<p><b>Infrastructure</b></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>Commitments were integrated with the regional plan.</p> <p>Regular meetings are being held.</p> <p>This initiative is ongoing.</p>

<b>Pacific Region (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Infrastructure (cont.)</b></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>Communications were improved with Francophone associations through, for example, circulation of annual reports and other papers to all regional groups.</p>
<p><b>Connectedness</b></p> <p>Encourage and support participation by Francophone groups and associations in the Community Access Program (CAP) in the rural environment.</p> <p>Support the national CAP coordinator for Francophone minorities in promoting CAP in the 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 CAP in the urban environment.</p>	<p>To actively promote the program, 10 urban CAP workshops were offered in the lower mainland. Victoria Francophone community members attended one of these workshops.</p> <p>Campbell River and Nelson received grants to develop a rural CAP site in British Columbia.</p> <p>A CAP success story was written about Campbell River in 1999.</p> <p>We provided information regarding the urban CAP program, and promotional material was mailed out from Ottawa to B.C. Francophone communities.</p>

<b>Pacific Region (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<p><b>Connectedness (cont.)</b></p> <p>Encourage and support the participation of Francophones in the Francommunautés virtuelles program.</p> <p>Encourage and support the participation of Francophones in VolNet.</p> <p>Promote SchoolNet programs among Francophone communities, notably the GrassRoots Program, Canada's Digital Collections and Computers for Schools.</p>	<p>The Nanaimo Francophone association applied for CAP funding as part of Nanaimo on-line, and is currently being adjudicated by the national CAP Advisory Committee.</p> <p>The Pacific Region submitted six proposals for funding under the Francommunautés virtuelles program. No B.C. projects were recommended for funding for the year.</p> <p>Under the VolNet program, 29 Francophone sites went on-line in B.C.</p> <p>Under the GrassRoots initiative, 11 projects are under way in four Francophone schools. There were no applications for the Network of Innovative Schools program.</p> <p>In conjunction with various B.C. Francophone associations, Industry Canada organized a business contest targeted at young entrepreneurs.</p> <p>The Department translated a set of e-commerce capsules on fair business practice for on-line commerce, and together with various regional Francophone organizations promoted them to the community.</p>

<b>Pacific Region (cont.)</b>	
<b>Proposed Measures and Initiatives in Support of Section 41</b>	<b>Achievements</b>
<b>Connectedness (cont.)</b>	The Department contributed to the launch of a Virtual Learning Firm Project, in partnership with EDUCACENTRE.
<p><b>Promotion of other programs and services</b></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, <i>Strategis</i>, ExportSource, and The Year 2000: Are You Ready?</p> <p>Write monthly articles in <i>L'aurore Boréal</i> (Yukon) and <i>L'Express du Pacifique</i> (B.C.) to inform and update Francophone communities concerning Industry Canada activities and initiatives.</p>	<p>Numerous activities, media training and other presentations were done specifically to inform and update the Francophone community on Industry Canada's programs and initiatives.</p> <p>Presentations on Industry Canada programs were made at various Francophone events. Announcements were placed in several community newsletters, such as those of the Okanagan French Cultural Centre, and in program events like the Nanaimo Francophone Association's Maple Sugar Celebration.</p> <p>Announcements were placed in the Yukon and B.C. French services directory.</p>

## **Pacific Region (cont.)**

**Proposed Measures and Initiatives  
in Support of Section 41**

**Achievements**

### **Other Achievements**

Various events took place in B.C. and the Yukon to celebrate the Year of La Francophonie in Canada, notably the Exposition francophone de Vancouver, November 8-12, 1999, and the Gala de la francophonie on November 6, 1999, in Whitehorse. This was organized by Industry Canada in collaboration with the Association franco-yukonnaise.

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