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# Industry Canada Achievement Report 2000-2001

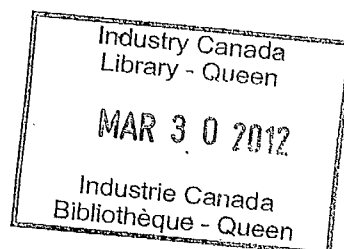


**Implementation  
of Section 41 of the  
*Official Languages Act***

Canada 

**Industry Canada  
Achievement Report  
2000-2001**

**Implementation  
of Section 41 of the  
*Official Languages Act***



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Cat. No. C2-448/2001

ISBN 0-662-65842-6

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## Minister's Message

The past year was a year of major accomplishments for Industry Canada in its efforts to support the economic development of official language minority communities across the country. As Minister of Industry, I am honoured to present the Annual Departmental Achievement Report, with details on Industry Canada's implementation of Section 41 of the *Official Languages Act*.

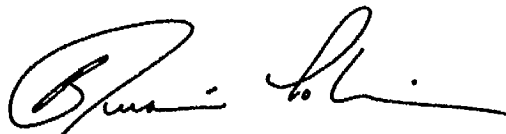
At the community level, the Department participated in a number of info-fairs and related events in all regions to provide information to the official language minority communities on our programs and services. At the same time, we continued to work closely with the communities through programs such as *Francommunautés virtuelles*, *VoINet*, *Community Access Program*, *SchoolNet*, and many others to connect them with one another and with other networks in Canada and around the world. We also worked with a number of organizations that represent official language minority communities, such as the National Committee for Canadian Francophonie, Human Resources Development and la Fédération des communautés francophones et acadienne in their quest to share information and create new development opportunities.

We were also one of the first departments to establish a Memorandum of Understanding with Canadian Heritage, under the Interdepartmental Partnership with Official Language Communities. This arrangement provides a solid foundation to establish long-term partnerships with the communities, especially in the new knowledge-based economy.

Within the Department, we launched a large-scale awareness campaign for all management teams, in Ottawa and in the Regions, to clarify their responsibilities under Section 41 relative to other parts of the *Official Languages Act*. At the same time, we conducted a detailed evaluation on the implementation of Section 41 and interviewed more than 100 departmental managers and over 80 community representatives.

Armed with information from the awareness campaign and the evaluation we developed, for the first time, a comprehensive strategy to advance our work with the communities. This strategy will be implemented, at the portfolio level in the coming year, to bring together the many tools available to the communities to work with Industry Canada and its portfolio partners. Under the strategy, we will increase our communications with the communities, conduct more research and analysis to learn more about community economic development, and enhance our existing programs and services to address community demands.

While we are proud of what we have done thus far, there is more work that we have to do in the days ahead. As Minister, I look forward to meeting these challenges and to working closely with the communities and all partners, to ensure that the official language minority communities share in Canada's economic prosperity.



Brian Tobin  
Minister of Industry

# Summary of Achievements

During the past year, Industry Canada launched and maintained a number of initiatives to enhance the development of francophone and anglophone minority communities. The major activity involved connecting official language minority communities (OLMC) and entrepreneurs via the Internet.

Initiatives such as SchoolNet, VolNet, and Community Access link the communities with one another, and with others around the world.

Industry Canada was one of the first departments to sign a Memorandum of Understanding with Canadian Heritage under the Interdepartmental Partnership with Official Language Communities.

The department conducted an extensive evaluation of all its activities in support of Section 41 of the *Official Languages Act*. To inform managers of their obligations and to share best practices, a major awareness campaign was undertaken. Based on the results of the evaluation and the awareness campaign, a long-term strategy was developed to advance the department's efforts with OLMC.

## Community connections

Several Industry Canada programs are designed to provide Canadians with an on-ramp to the information highway. A three-year pilot project, *Francommunautés virtuelles*, assisted francophone and acadian communities to develop new Internet applications, services and content in French. The program concluded with 74 projects — 62 from OLMC. A detailed evaluation confirmed that the program met its objectives. Client feedback was also positive and supported extension of the program. Industry Canada is currently working towards renewal of the *Francommunautés virtuelles* program.

## Industry Canada Programs

The most popular programs among official language minority communities are:

- Community Access Program
- Francommunautés virtuelles
- VolNet
- Canada's Digital Collections
- SchoolNet
- Computers for Schools

The Community Access Program (CAP) is one of the best known programs among official language minority communities. CAP agreements establish Internet access sites in schools, libraries, community organizations and government offices that provide people in rural and urban communities with affordable Internet access. More than 550 CAP sites are located in OLMC.

## Using the Internet

The VolNet program assists voluntary organizations with Internet connectivity through the provision of computer equipment, network support and Internet skills development, as well as other means. More than 625 francophone and anglophone minority associations have taken advantage of the program. As of March 2001, more than 9,000 voluntary organizations were participating in the program.

Canada's Digital Collections program devotes special attention to OLMC, providing opportunities to present the cultural and linguistic diversity of these communities on the Internet. In the past year, 14 contracts were awarded to applicants from OLMC, giving 42 young Canadians entrepreneurial and technology-based job experience.

## Helping the next generation

SchoolNet-Grassroots helped Canadian students and teachers use online resources to develop their own learning tools, contribute to their communities' development, learn about global issues, create



international communications partnerships and take charge of their future. As of March 25, 2001, 6.8 percent of the almost 18,000 completed projects came from official language minority communities.

Other programs have also benefited OLMC:

- The Computers for Schools program has delivered a total of 2,450 computers to official language minority groups across the country.
- SchoolNet has connected more than 250,000 classrooms to the Internet, including those in OLMC.
- The Acadian Peninsula initiative is one of the 12 Smart Communities pilot-projects undertaken in the past year.

## Working through Regions

### Regional Coordination

#### Atlantic Region

Rose May Gallant, (506) 851-6519

#### Quebec Region

Mary Bourdon, (514) 283-3099

#### Ontario

Allan Anderson, (416) 954-5447

#### FedNor

Marie Desmarais, (705) 670-6109

#### Prairies and Northern Region

Bernard Pilon, (780) 495-4418

#### Pacific Region

Aurora Opazo Saez, (604) 666-1404

These initiatives would not succeed without the involvement of the Regional Offices. Direct contact is maintained by regional staff with people in

OLMC in various ways— such as local events, forums, seminars and Info-Fairs—to communicate information on Industry Canada's programs. FedNor, working in Northern Ontario, has generated a significant level of activity, involving Industry Canada and francophone communities in economic development projects totalling over \$1.5 million.

## Impacting strategic plans and evaluations

This past year, Industry Canada achieved a milestone in its support of the development of official language minority communities. It conducted its first evaluation of Section 41 activities and launched an awareness campaign which resulted in the development of a comprehensive long-term strategy.

### Evaluation

The evaluation involved 102 Industry Canada managers and contact with more than 80 official language minority communities across the country. Preliminary reviews indicated many positive results, and also identified elements that can be improved.

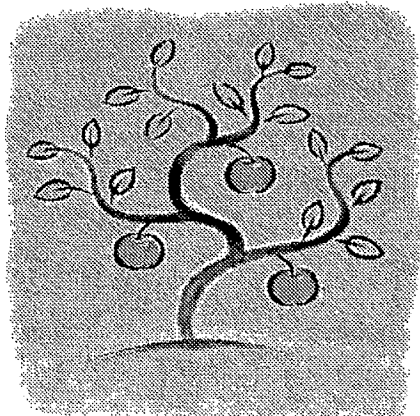
Although the number of people in OLMC who are aware of our programs is relatively low, those who are aware of and use our programs report positive impacts. Confusion still exists within Industry Canada regarding our obligations relative to Parts IV and VII of the *Official Languages Act* and this problem is currently being addressed through an extension of the previous awareness campaign.

The evaluation also noted some positive efforts, including the *Francommunautés virtuelles* program, the awareness campaign, the Section 41 coordinator network, the Official Languages Champion and the integration of Section 41 in our programs, services and policies.

### *Awareness campaign*

A campaign was conducted during Fall and Winter of 2000-2001 to increase awareness of the department's responsibilities under Section 41. All sectoral management committees in Ottawa and the regions were involved. We learned that to fully participate in the development of official language minority communities managers need guidance relative to the various parts of the *Official Languages Act*.

*Making it happen*



*J'en fais mon affaire*

*The "fruit tree" design developed for the Awareness campaign is a symbol of growth that produces or bears fruit. In other words, to inform and then convert that awareness into action.*

### *Strategy*

Based on the results of the evaluation and the awareness campaign, a long-term strategy was forged to respond to the communities within the context of our mandate. Our strategy includes three key elements:

- Communications
- Research and Analysis
- Enhancing Existing Programs and Services

This strategy will be implemented in cooperation with several Industry Portfolio partners.

### *Partnering for action*

In March 2001, Industry Canada became one of the first federal organizations to sign a Memorandum of Understanding with Canadian Heritage under the Interdepartmental Partnership with Official Language Communities (IPOLC) initiative. For the first year, three projects were undertaken and it is expected that new projects will be added in the near future.

### *Conclusion*

Within Industry Canada, we are expanding our efforts to inform all of our staff about the important role they must play in the economic development of official language minority communities. We are improving our methods of communication to ensure that our organization is aware of the practices that can benefit OLMC and to increase their participation in our programs and services.



**PURPOSE:** To enhance the vitality of the English and French minority communities in Canada, to support and assist their development, and to foster through Industry Canada's programs and services, the full recognition of both English and French in Canadian society.

**OBJECTIVE 1:** Increase the awareness of, and participation in, Industry Canada's programs and services by official language minority communities in areas of need identified by these communities.

**SUB-OBJECTIVE 1:** General

PLANNED ACTIVITIES/OUTPUTS	ACTIVITIES COMPLETED TO DATE	OUTSTANDING ACTIVITIES TO BE COMPLETED	IMPACTS OF ACTIVITIES
<b>Industry Sector:</b> <ul style="list-style-type: none"> <li>Organize exhibitions, conferences and awareness workshops for official language minority communities.</li> </ul>	<p>The Industry Sector participated at the Forum économique fransaskois held on February 2 and 3 in Regina. At this event, two Industry Sector officers provided information about Industry Sector business tools and services on <i>Strategis</i> to SMEs.</p>	<p>The Industry Sector will participate in other similar events to raise awareness and promote sectoral tools and services available to SMEs.</p>	<p>Many participants learned about the different tools at their disposal through <i>Strategis</i>, Canada Business and Consumer Web site. Contact with Industry Sector officers provided personalized advice and services.</p>
<b>Strategis:</b> <ul style="list-style-type: none"> <li><i>Strategis</i>, Canada's largest on-line source of business information, will deliver information sessions and training to official language minority communities.</li> </ul>	<p>No presentation from <i>Strategis</i> Corporate Marketing group. Refer to input from other responsibility centres.</p> <p>The <i>Strategis</i> Corporate Marketing Team organized a radio advertising campaign with the Alliances des radios communautaires (ARC) du Canada in March 2001, involving 18 community radio stations in Ontario, New Brunswick, Nova Scotia, Manitoba, Alberta, Nunavut, N.W.T. and Newfoundland.</p> <p><b>Quebec</b> A presentation at Concordia University on September 6 was organized by the Montreal office for students in their final year of International Trade.</p>		<p>Awareness of <i>Strategis</i> by people living in official language minority communities.</p> <p>Improved understanding of <i>Strategis</i>.</p>

PLANNED ACTIVITIES/OUTPUTS	ACTIVITIES COMPLETED TO DATE	OUTSTANDING ACTIVITIES TO BE COMPLETED	IMPACTS OF ACTIVITIES
<b>Competition Bureau:</b> <ul style="list-style-type: none"> <li>Make presentations to official language minority communities across Canada on the <i>Competition Act</i> and consumer products programs.</li> </ul>	<p>In Dorval, Quebec, English presentation on bid-rigging (Criminal Branch).</p> <p>Presentation, in English, to the Association des détaillants de monuments du Québec Inc. (Civil Matters Branch).</p>		<p>Enhancement of networking between communities.</p> <p>Better knowledge of the communities.</p> <p>Awareness and understanding of the <i>Competition Act</i>.</p>
<b>Office of the Superintendent of Bankruptcy:</b> <ul style="list-style-type: none"> <li>Make presentations to official language minority communities across Canada on bankruptcy and insolvency.</li> </ul>	<p>The Office of the Superintendent made a few presentations on bankruptcy and insolvency. All of these presentations were delivered in the language of the clients' choice and participants were invited to ask their questions in the official language of their choice.</p> <p><b>Quebec</b> Presentation in English given to the Advisory Management Committee of the Superintendent of Bankruptcy, which is composed of business persons.</p>	On request.	<p>Better knowledge and comprehension of issues related to bankruptcy and insolvency.</p> <p>Improved understanding of the Bureau's mandate.</p>
<b>Office of Consumer Affairs:</b> <ul style="list-style-type: none"> <li>Launch the Canadian Consumer Information Gateway, accompanied by media releases and information kits targeting major official language minority communities and associations.</li> </ul>	<p>The launch took place on June 22, 2000. The press release and press kits were distributed to targeted groups, including 49 official language minority groups (15 English and 34 French).</p>		<p>Greater awareness of the Gateway by official language minority communities.</p>

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<b>Measurement Canada:</b> <ul style="list-style-type: none"> <li>Distribute brochures on Measurement Canada and its services to official language minority communities and associations.</li> </ul>	Commenced distribution of information brochures regarding Measurement Canada and its services (e.g. <i>Can I Count on My Meter?</i> , <i>Fair Measure for All</i> , and <i>Buying Firewood? Don't get burned</i> ).	Continue distribution of information brochures.	Improved access to information on Measurement Canada's services and the rights and responsibilities of consumers and businesses with respect to accurate measurement.
<b>Canadian Intellectual Property Office (CIPO):</b> <ul style="list-style-type: none"> <li>Offer several seminars on intellectual property (IP) and the information sources available to IP users to official language minority groups across Canada in the language of the group.</li> </ul>	CIPO regional staff have delivered two seminars and provided at least 33 separate consultation sessions to clients of official language minority groups in Atlantic Canada and Quebec in 2000-01.	The program is ongoing.	Clients have a greater knowledge of the IP system, easier access to information they need through <i>Strategis</i> and CIPO Web sites and better skills in using IP.
<b>Team Canada Inc (TCI):</b> <ul style="list-style-type: none"> <li>The Trade Integration Directorate collaborating with TCI will undertake an information mailing to national level and trade-related organizations, encouraging businesses in official language minority communities to take advantage of TCI programs and services.</li> </ul>	The information mailing was undertaken by TCI, and included mailings to official language minority community businesses.		Not known at this time.

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<p><i>Canada Community Investment Plan (CCIP):</i></p> <ul style="list-style-type: none"> <li>• Provide entrepreneurs with advice on preparing their investment proposals, help them to identify investment opportunities and try to match up entrepreneurs across Canada.</li> </ul>	<p>IC and regional development agencies, with the help of independent experts, have chosen 22 communities to receive start-up financing with a view to establishing an investment facilitation service. The 22 local groups have become pilot projects for CCIP, of which 5 have an official language minority community such as Moncton, Fredericton, Sherbrooke, North Bay and Niagara Falls.</p>		<p>Helps up-and-coming SMEs gain easier access to financing.</p>

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<p><i>All Regions:</i></p> <ul style="list-style-type: none"> <li>• Invite official language minority communities to participate in Industry Canada events.</li> </ul>	<p><i>Atlantic Region</i></p> <p>Invitations were extended to francophone communities for Information Technology Week 2000, Communities Access Program (CAP) site opening, Digital Collection launches, etc.</p> <p>Through the efforts of the Canada Business Service Centres, francophone clients are made aware of a multitude of business information through advertisements, presentations and outreach.</p> <p><i>Quebec</i></p> <p>Participation in an Info-Fair with 350 participants, including approximately 75 anglophones.</p> <p><i>Ontario</i></p> <p>All Community Access Program (CAP) sites were invited to participate in a bilingual CAP Sustainability Conference in Sudbury, March 2001. A total of 50-60 CAP sites, which focus on francophone clients, were invited and attended. Translation for workshops and plenaries was available and a francophone speaker was present. An award was given to the site doing the best job at promoting a minority official language.</p>	<p>Build on momentum of positive results.</p> <p>Develop an action plan. 200 recommendations came from the conference.</p>	<p>Increased awareness of IC programs and activities.</p> <p>Direct access to information and improved understanding of IC and services offered by the Department.</p> <p>Very positive feedback from communities. Better understanding of barriers facing francophone communities. Created a forum for collective action.</p>

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<p><i>All Regions: (cont.)</i></p> <ul style="list-style-type: none"> <li>Invite official language minority communities to participate in Industry Canada events.</li> </ul>	<p><i>Prairies and Northern Region</i> External outreach activities are promoted via e-mails, posters, etc. to francophone organizations for wider dissemination.</p> <p><i>Pacific Region</i> A two-day e-commerce workshop was held in Whitehorse and approximately 15 percent of the participants were francophones.</p> <p>Presentations on Industry Canada's programs and services were made at various francophone events.</p> <p>Announcements were placed in a B.C. francophone services directory and other community newspapers.</p>		<p>Heightened awareness of IC programs.</p> <p>Increased access to information and access to technology.</p> <p>Enhanced networking between communities.</p>
<ul style="list-style-type: none"> <li>Develop activities to raise awareness among business clients from official language minority communities of their obligations under the Marketplace Services regulations, as well as of the role of the Competition Bureau.</li> </ul>	<p><i>Atlantic Region</i> All promotion of marketplace programs is done in both official languages, and communication with clients is undertaken in the official language of their choice.</p> <p>Federal-Provincial MOU for French training and translation established in 2000—French Services Unit Spectrum.</p> <p><i>Prairies and Northern Region</i> Included as part of greater <i>Strategis</i> promotion.</p>		<p>Client satisfaction with services provided.</p> <p>Heightened awareness of IC programs.</p>

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<p><i>All regions: (cont.)</i></p> <ul style="list-style-type: none"> <li>Support activities through regional trade networks that increase the awareness of investment opportunities in official language minority communities and promote their culture and economic development potential.</li> </ul>	<p><i>Atlantic Region</i></p> <p>In partnership with the Conseil économique du Nouveau-Brunswick (CENB), Atlantic Canada Opportunities Agency (ACOA) and the Canada Customs and Revenue Agency (CCRA), International Trade Centre (ITC) organized a provincial tour (Caraquet, Campbellton, Fredericton, Moncton, Edmundston and Grand Falls) designed to inform the francophone business community of N.B. about the various Team Canada Inc products and services available to help businesses export their products and services. ITC staffed the Team Canada Inc booth to provide information. In addition, Trade Commissioner Gloria Gravel gave a presentation on the basics of international trade and the importance of partnerships. The tour, which received \$12,000 in funding from Team Canada Inc, took place in October 2000.</p> <p>The ITC is a member of the Conseil économique du Nouveau-Brunswick, which has over 1,200 members in the francophone business community and is an active player in the region's economic development.</p> <p><i>Quebec</i></p> <p>Regular meetings were held with anglophone associations and representatives of the anglophone business communities.</p>		<p>Francophone businesses are fully aware of opportunities for trade, export and investment advice provided by Industry Canada, and encouraged to take advantage of these services through contacts with the ITC.</p> <p>Improved understanding of our services, in particular those offered by the International Trade Centre.</p>



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<p><i>All regions: (cont.)</i></p> <ul style="list-style-type: none"> <li>Support activities through regional trade networks that increase the awareness of investment opportunities in official language minority communities and promote their culture and economic development potential.</li> </ul>	<p><i>Ontario</i></p> <p>Every month, at information sessions organized by the Cercle canadien, officials from International Trade Centre (ITC) raise awareness of investment, trade and market diversification opportunities to francophone communities in Toronto.</p> <p><i>Prairies and Northern Region</i></p> <p>International Trade Centres (ITCs) publish <i>l'E-dition</i>, a quarterly electronic newsletter (French and English versions) highlighting trade and investment events and opportunities, IC program possibilities, success stories, etc.</p>	<p>Need greater promotion of <i>l'E-dition</i> among the francophone business community.</p>	<p>Increased awareness of investment and trade opportunities.</p> <p>Limited: fewer than 10 clients are getting the French version.</p>

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<p><i>All regions: (cont.)</i></p> <ul style="list-style-type: none"> <li>Raise awareness of official language minority interests as a part of Canadian trade policy development.</li> </ul>	<p><i>Atlantic Region</i></p> <p>The New Brunswick Senior Trade Commissioner is a member of the Advisory Committee of the Université de Moncton's International Marketing Centre, which aims to make the academic and business communities aware of the importance of the export sector and market globalization to the Canadian economy, to promote interaction between the academic community and exporters and to increase student participation in international activities. The committee meets two or three times a year.</p> <p>Efforts have been made to bring a representative from the Canadian International Development Agency (CIDA) to meet with members of the francophone community in PEI in order to establish a flow of information and to favourably influence the possibility of projects being awarded to an individual or consortium of Acadian firms on the Island.</p> <p><i>FedNor</i></p> <p>At the provincial level, FedNor sits on the Comité paritaire du Regroupement franco-ontarien de développement économique et d'employabilité.</p>		<p>Increased awareness of opportunities to access federal programs for international development projects.</p> <p>Strengthened communications and information network with key academic and business groups on the importance of trade.</p> <p>Improved interdepartmental coordination.</p>

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<p><i>All regions: (cont.)</i></p> <ul style="list-style-type: none"> <li>• Raise awareness of official language minority interests as a part of Canadian trade policy development.</li> </ul>	<p><i>Fednor (cont.)</i></p> <p>To improve interdepartmental coordination in the area of the francophone minority, FedNor sits on various forums, such as:</p> <ul style="list-style-type: none"> <li>– Meetings of government representatives on the Comité paritaire</li> <li>– Interdepartmental meetings with Agriculture and Agrifood Canada—doing follow-up on National Committee priorities (rural development).</li> </ul> <p>FedNor also sits on the Ontario Region francophone committee to cooperate on initiatives covering Southern Ontario.</p>		

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<p><i>All regions: (cont.)</i></p> <ul style="list-style-type: none"> <li>Communicate the importance of trade to official language minority companies and their associations, through Team Canada Inc, presentations and workshops, and by other means.</li> </ul>	<p><i>Atlantic Region</i></p> <p>International Trade Centre in PEI distributed ACOA's publication on trade-related services to members of the francophone community through the local French newspaper.</p> <p>Women in business, including French-speaking business women, were encouraged to attend the Atlantic Women in Business Conference held in Moncton last November, at which plenary sessions in both languages promoted trade as a means of expanding business opportunities. Twenty-eight percent of participants were francophone.</p> <p><i>Ontario</i></p> <p>ITC officers played an active role within the francophone community in the last Team Canada Mission to China.</p> <p>The President of the Montreal World Trade Centre (WTC) made presentations in French to the Cercle Canadien in Toronto.</p> <p>Services are provided in French by ITC and WTC to francophone communities in Toronto.</p> <p><i>Prairies and Northern Region</i></p> <p>Key participant in francophone economic development fora in Manitoba, Saskatchewan and Alberta, focussing on trade and exporting.</p>		<p>Use of local francophone media to convey information to the francophone community about trade programs and services available.</p> <p>Greater awareness among francophone business women of IC's trade programs and services and how to access them.</p> <p>Significantly increased the number of francophone-owned firms participating in Team Canada activities.</p> <p>ITC developed a partnership with WTC.</p>

PLANNED ACTIVITIES/OUTPUTS	ACTIVITIES COMPLETED TO DATE	OUTSTANDING ACTIVITIES TO BE COMPLETED	IMPACTS OF ACTIVITIES
<p><i>All regions: (cont.)</i></p> <ul style="list-style-type: none"> <li>Assist official language minority clients to become export ready and to expand their markets through trade missions and fairs.</li> </ul>	<p><i>Atlantic Region</i></p> <p>Outreach activity by Canadian posts abroad are often given media coverage. In PEI, a presenter on the Irish market had an extensive, one-on-one French interview broadcast on Radio Canada on the merits of exporting and the opportunities in the Irish market.</p> <p>In January, in PEI, federal and provincial trade partners offered a full-day workshop and skills diagnostic assessment for each individual company.</p> <p>Seven francophone companies participated in the Team Canada Atlantic Trade Mission to Boston in February, including 2 from PEI and 1 from Nova Scotia.</p> <p><i>Quebec</i></p> <p>Co-creation of the Canada-Italy Forum on Trade and Investment Web site by Industry Canada, Quebec Region, and the Department of Foreign Affairs and International Trade. Approximately 500 hits on the Web site by anglophone business persons each year.</p> <p><i>Ontario</i></p> <p>Presentation on export awareness to francophone communities at the Cumberland Info-Fair in June 2000.</p>		<p>Use of local media to convey messages on specific trade activities and the benefits of participation.</p> <p>Better understanding of the value of trade counselling services for individual companies.</p> <p>Access to a key trade mission opportunity for francophone firms interested in the Boston market.</p> <p>This site is used by government, associations and business persons. The site helps them to increase levels of Canadian commerce and investment.</p> <p>Demonstration by ITC Toronto that services are offered in both official languages.</p>

PLANNED ACTIVITIES/OUTPUTS	ACTIVITIES COMPLETED TO DATE	OUTSTANDING ACTIVITIES TO BE COMPLETED	IMPACTS OF ACTIVITIES
<p><i>All regions: (cont.)</i></p> <ul style="list-style-type: none"> <li>Assist official language minority clients to become export ready and to expand their markets through trade missions and fairs.</li> </ul>	<p><i>FedNor</i> Financial support for the Forum Ontario/Francophonie Mondiale to participate in the Mondial de l'entrepreneuriat jeunesse in Ottawa (\$75,938).</p> <p><i>Prairies and Northern Region</i> L'E-dition publication (see above).</p> <p>Saskatchewan also held two export development sessions for the francophone business community.</p>		<p>Allowed 24 young entrepreneurs of Northern Ontario to expand their network and promote their products and services.</p>
<p><i>Atlantic:</i></p> <ul style="list-style-type: none"> <li>Organize a conference on innovation, in partnership with the Conseil économique du Nouveau-Brunswick. This pan-Atlantic conference was held in Bathurst in May 2000.</li> </ul>	<p>The International Trade Centre (ITC), in partnership with the Conseil économique du Nouveau-Brunswick (CENB), the Université de Moncton and the Atlantic Canada Opportunities Agency (ACOA), helped to plan and organize a conference on innovation for small and medium-sized enterprises (SMEs). In addition, the Senior Trade Commissioner made a presentation on the basics of international trade and the importance of partnership. The conference was held on May 2 and 3, 2000, in Bathurst, and offered several workshops that participants could sign up for.</p>		<p>Dedicated support and assistance to inform and advise francophone SMEs of trade services and programs available.</p>
<ul style="list-style-type: none"> <li>Promote francophone SMEs' efforts to enter into international strategic alliances.</li> </ul>	<p>See above.</p>		<p>See above.</p>

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<b><i>Atlantic: (cont.)</i></b> <ul style="list-style-type: none"> <li>Support francophone clients in the Aboriginal communities in attracting investment.</li> </ul>	All promotion of the Aboriginal Business Canada (ABC) program is delivered in both official languages.		There are no francophone clients in the Atlantic Region for ABC at the moment.
<b><i>Quebec:</i></b> <ul style="list-style-type: none"> <li>Promote anglophone SMEs' efforts to enter into international strategic alliances.</li> </ul>	Trade commissioners in Quebec regularly communicate with anglophone companies to help them form strategic alliances at the international level.		Improved access to a network and to alliances.
<b><i>Ontario:</i></b> <ul style="list-style-type: none"> <li>Through the new Infrastructure Program and any other special programs, ensure that francophone communities are informed of program investment opportunities.</li> </ul>	A bilingual brochure was developed to provide information to francophone municipalities in Ontario.	Complete negotiations and publish the brochure.	A positive impact on francophone municipalities is anticipated.
<ul style="list-style-type: none"> <li>Working with the Ontario Regional Action Committee, follow up on the recommendations of the <i>Study of Industry Canada Services to the Francophone Business Community in Southern Ontario</i>, including the Community Access Program, the Community Futures Development Corporations (CFDC) and the Canada-Ontario Business Service Centres (COBSC) sites.</li> </ul>	<p>The Ontario Region francophone committee meets regularly and reviews progress on meeting Section 41 requirements and study follow-up.</p> <p>It is currently looking at options available to establish a model which would build on the existing capacity of CFDCs to better assist the francophone business communities and to increase their access to IC services.</p> <p>Many initiatives took place with COBSC to ensure francophone access to its services (see under section 1.2—Canada Business Service Centres).</p>		Section 41 objectives better addressed.



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<p><i>Ontario: (cont.)</i></p> <ul style="list-style-type: none"> <li>Increase awareness of Industry Canada's investment programs and services available to francophone SMEs, through small business conferences and info-fairs targeting francophones, and through regular newsletters and articles in francophone business publications such as <i>Le Lien économique</i>.</li> </ul>	<p>COBSC participated in the Timmins Info-Fair with IC and provided on-site bilingual information officers.</p> <p>Outreach to francophone clients through participation in the Small Business Info-Fair in Cornwall on May 26, 2000. Gave a presentation in French on Team Canada Inc services and e-commerce.</p> <p>Participated in the Congrès annuel de l'Association francophone des municipalités de l'Ontario (AFMO), which took place in the francophone municipality of French River Station, July 26-28, 2000. Promoted the PEMD-I Program to a francophone audience.</p> <p>No articles published in the <i>Le Lien économique</i> this year.</p>		<p>Greater awareness of francophone service delivery in Timmins business community.</p> <p>Francophone SME audience reached. Delivery of federal government services in French and English.</p> <p>Represented Ontario Regional Office to a francophone audience.</p>
<ul style="list-style-type: none"> <li>Continue partnership with La Chambre économique de l'Ontario, and explore other partnerships for joint activities with the francophone business community of Ontario.</li> </ul>	<p>Participated in an event organized by La Chambre économique de l'Ontario targeting francophone SMEs in Hamilton, October 13-15, 2000—Symposium sur la Technologie et Gala de la Francophonie 2000. Demonstrated IC Web products.</p>	<p>Developing links with other organizations.</p>	<p>Very positive impact: 200 participating francophone SMEs.</p>
<ul style="list-style-type: none"> <li>Represent the Ontario region on the Comité paritaire, which brings key francophone organizations together with federal and provincial organizations.</li> </ul>	<p>Engaged in work with Comité paritaire to develop an agreement among federal departments to consolidate approaches.</p>	<p>Need to identify a new representative to replace Conrad Paquette.</p>	<p>Better understanding of inter-departmental issues and activities in Ontario.</p>

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<p><i>Ontario: (cont.)</i></p> <ul style="list-style-type: none"> <li>Through Info-Fairs, seminars and trade missions, support the development of the skills required to export and increase participation in export activities by francophone companies.</li> </ul>	<p>Sustained liaison with francophone organizations and provided support to their initiatives and events.</p> <p>An ITC officer participated at the Mondial de l'entrepreneuriat jeunesse which took place in Ottawa, October 19-22, 2000.</p> <p>Five outreach events reached over 1,000 Franco-Ontarians, including an event targeted to francophone women in trade: a presentation was made in French on federal government programs for international business in Ottawa at Les Femmes Entrepreneures dans la Mondialisation, September 21-23, 2000.</p> <p>In September 2000, organized an incoming parliamentary visit from France and a round-table discussion involving French and Ontario francophone firms.</p> <p>Negotiated agreements to place three local export advisors in Avonmore (1), Cornwall (1) and Mississauga/Brampton (1) to increase francophone access to ITC services.</p>		<p>400 participants attended.</p> <p>1000 attendees. Resulted in information sharing and raising awareness.</p> <p>20 participating firms in total. Resulted in information sharing and raising awareness.</p> <p>Provided specialized export services in French to companies in those areas.</p>

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<p><i>FedNor:</i></p> <ul style="list-style-type: none"> <li>Work with technology centres to develop bilingual activities focussed on innovation.</li> </ul>	<p>FedNor supported the hiring of a business manager at the Northern Centre for Advanced Technology (NORCAT), which provides bilingual business support services in the Sudbury region.</p>	<p>Continue other bilingual activities in cooperation with technology centres.</p>	<p>Access to IRAP technical expertise and financial assistance.</p>
<ul style="list-style-type: none"> <li>Establish cooperative relationships with the Industrial Research Assistance Programs (MIRARCo, NORCAT, the Northwestern Ontario Technology Centre) and others to promote the diffusion of technology.</li> </ul>	<p>FedNor is continuing discussions with the Ontario Region of the National Research Council on Canada's Industrial Research Assistance Program (NRC-IRAP) in order to improve access to the program.</p>	<p>Ongoing discussions with NRC-IRAP.</p>	

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<p><i>FedNor: (cont.)</i></p> <ul style="list-style-type: none"> <li>• Work as a partner with business and other organizations to review ideas submitted by Northern Ontario entrepreneurs, and to help them grow.</li> </ul>	<p>Support for the plan to implement establishment of a French-language development centre at the Collège Boréal campus in Sturgeon Falls (\$50,000).</p> <p>Cooperation with the Corporation of the City of North Bay regarding the Blue Sky Economic Partnership Summit organized by Dymic Didactics on the theme of "Capacité francophone: Valeur ajoutée" (\$37,000).</p> <p>FedNor community economic development officers are maintaining an ongoing dialogue with communities in the region.</p> <p>Substantial increase in bilingual FedNor officers since 1998, from 4 to 14. This represents an increase in the proportion of officers who are bilingual from 23 percent in 1998 to 41 percent in March 2001, and increases our ability to service the French-speaking community.</p> <p>Financial support for the Fédération des femmes canadiennes françaises in the Rassemblement de l'Ontario français (\$27,500).</p>	<p>Review of FedNor positions designated bilingual and unilingual is in progress.</p>	<p>Access to upgrade training for more than 10,000 francophones in the region. Promotes excellence in the francophone community.</p> <p>Promote the value of bilingualism. Access and participation of 6 bilingual regions.</p> <p>Maintain solid links with the minority community to foster the exchange of information on community needs, programs and services available to meet those needs; and to consider the interests of official language minority communities.</p> <p>Access to and improvement of networking among francophone women in Ontario.</p>

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<p><i>FedNor: (cont.)</i></p> <ul style="list-style-type: none"> <li>Work as a partner with business and other organizations to review ideas submitted by Northern Ontario entrepreneurs, and to help them grow.</li> </ul>	<p>Support the community in Northwestern Ontario in development projects, including a strategic economic development plan in Northwestern Ontario.</p> <p>Prerequisite for delivering French-language services of equal value to the Regional Business Centre in Sudbury, and the Nickel Basin Federal Development Corporation—Loan Fund.</p> <p>Support for the economic and business development committee to conduct a prefeasibility study on developing a blueberry field in McGarry Township (\$27,778).</p>	<p>Research and production of first draft.</p> <p>Provide follow-up on the strategy for hiring a bilingual officer in Nickel Basin to ensure service delivery in French.</p> <p>Regular follow-up, site visits and discussions.</p>	<p>Better knowledge of the francophone profile and the needs of the communities in this region.</p> <p>Access to services and products in the language of choice for francophones in the region, promotion of French among commercial organizations, and increased awareness of the needs of francophones.</p> <p>Access to resources required for preliminary stages and support for economic development in the region.</p>
<ul style="list-style-type: none"> <li>Maintain the Northern Ontario economic database to increase access to current data and trends in Northern Ontario's economy, and encourage francophone clients to use it.</li> </ul>	<p>Hiring of a planning, analysis and assessment officer.</p> <p>Purchase of a socio-economic database from Statistics Canada.</p> <p>Updating initial population estimates by mother tongue and by region on behalf of CFDCs.</p>	<p>Creation of a databank.</p>	<p>Better knowledge and understanding of target clientele.</p>

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<p><i>FedNor: (cont.)</i></p> <ul style="list-style-type: none"> <li>• Increase the capacity of Community Futures Development Corporations to serve francophone stakeholders.</li> </ul>	<p>Initiatives launched by FedNor to enhance the capacity of Community Futures Development Corporations (CFDCs) include:</p> <ul style="list-style-type: none"> <li>– Francophone investment committee (North Simcoe CFDC)</li> <li>– Studying, in conjunction with the Ontario Regional office, other options and service models for CFDCs and for delivering IC services in Southern Ontario (e.g. virtual service, conceptual model)</li> <li>– Various research (clause in letter of offer, discussions with regional agencies, and potential models to ensure expanded delivery of services, including coordination)</li> <li>– Establishment of an internal working group to develop an action plan to improve the quality of CFDC services to the French-speaking community</li> </ul>	<p>Implementation of initiatives, including:</p> <ul style="list-style-type: none"> <li>– Key policy</li> <li>– Awareness-raising with CFDCs</li> <li>– Consultation with the francophone minority</li> <li>– Provide support re: Translation</li> </ul>	<p>Enhanced service capability and quality for the minority community among CFDCs active in regions where demand warrants delivery of services in both official languages.</p>
<ul style="list-style-type: none"> <li>• Monitor the Business Planning Initiative and the agreement with Le Mouvement des caisses populaires de l'Ontario across Northern Ontario, and encourage equitable access for francophones.</li> </ul>	<p>The loan loss reserve with Le Mouvement des Caisses du Nord de l'Ontario is no longer in force. The anticipated results did not materialize. FedNor is studying other options to improve access to capital for French-language SMEs, including establishment of francophone lending committees within CFDCs (e.g. North Simcoe).</p>	<p>Assess applications we expect to receive in the near future.</p> <p>Assess and implement the francophone lending committee model within North Simcoe Business Development Centre at the regional level.</p>	<p>Increased access to capital for French-language SMEs.</p>
<ul style="list-style-type: none"> <li>• Provide export counselling to francophone clients.</li> </ul>	<p>See the small business Info-Fair for North Claybelt/Nord-Aski.</p>		

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<b><i>Prairies and Northern Region:</i></b> <ul style="list-style-type: none"> <li>Ensure that the needs of regional francophone economic development organizations are reflected when developing a regional strategy on innovation with Western Economic Development Canada and the National Research Council's Industrial Research Assistance Program.</li> </ul>	Innovation-themed trade show exhibits and presentations were made to three major francophone economic development fora in Manitoba, Saskatchewan and Alberta. All events featured bilingual program staff at trade show booths, championing e-commerce as a vehicle to accelerate commercialization and adoption of innovative processes and products.	Continue follow-up with community groups and individuals seeking IC program information and access to programs.	Meets continuing commitments made during the April 2000 regional tour to key francophone stakeholders, identifying Industry Canada program and service areas significant to francophone communities.
<ul style="list-style-type: none"> <li>Work with other federal departments on a pilot study on barriers to the adoption of innovation.</li> </ul>	A national pilot led out of Ottawa.		
<ul style="list-style-type: none"> <li>Ensure that the francophone community is considered as a regional client group.</li> </ul>	As part of the <i>Official Languages Act</i> awareness campaign inside Industry Canada, the regional management team is kept apprised of francophone needs.		
<ul style="list-style-type: none"> <li>Ensure that the strength of francophone communities and firms is brought to the attention of potential investors/partners.</li> </ul>	Encouraged le Conseil de développement économique des municipalités bilingues du Manitoba (CDEM), le Conseil de la coopération de la Saskatchewan (CCS) and la Chambre économique de l'Alberta (CEA) to explore ITC programs and develop relationships with French-speaking Trade Commissioners in their respective provinces.		
<ul style="list-style-type: none"> <li>Encourage francophones to register on WIN Export.</li> </ul>	Linked CDEM, CCS and CEA to Trade Commissioners, who routinely encourage WIN Export Registration.		



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<i>Pacific:</i> <ul style="list-style-type: none"> <li>Prepare economic snapshots of the region and provide them to francophone business groups.</li> </ul>	Western Economic Diversification Canada has provided intelligence and other economic information to the Société de développement économique de la Colombie-Britannique (SDECB).		Increase access to information.
<ul style="list-style-type: none"> <li>Work with Canada Business Service Centres to provide information to the Société de développement économique on the new <i>Canada Small Business Financing Act</i> program, through information sessions, a radio interview and newspaper articles.</li> </ul>	General information on Canada Business Service Centres was given to the SDECB during information sessions.		Increase access to information.
<ul style="list-style-type: none"> <li>Collaborate with the International Trade Centre (ITC) to provide information sessions to members of the Francophone Chamber of Commerce and the Société de développement économique on ITC trade support programs.</li> </ul>	General information on ITC programs and services was given to SDECB.		Increase access to information.

**PURPOSE:** *To enhance the vitality of the English and French minority communities in Canada, to support and assist their development, and to foster through Industry Canada's programs and services, the full recognition of both English and French in Canadian society.*

**OBJECTIVE 1:** *Increase the awareness of, and participation in, Industry Canada's programs and services by official language minority communities in areas of need identified by these communities.*

**SUB-OBJECTIVE 2:** *Support and increase participation in the knowledge-based economy by official language minority communities.*

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<p><b>Communications:</b></p> <ul style="list-style-type: none"> <li>A guide to the Internet has been developed for francophone users. This guide will continue to include links to sites of interest to official language minority groups and will be placed on the Connecting Canadians Web site at the following address: <a href="http://connect.gc.ca/en/960-e.htm">http://connect.gc.ca/en/960-e.htm</a></li> </ul>	<p>The guide was completed and published late in the fiscal year 1999-2000.</p> <p>It was updated in 2000-2001.</p>		Consistent visits to the Web site.
<ul style="list-style-type: none"> <li>Industry Canada's Success Story page on the corporate Web site will continue to include links to Industry Canada successes in promoting Internet services to official language minority groups. The showcase can be found at: <a href="http://www.ic.gc.ca/success">http://www.ic.gc.ca/success</a></li> </ul>	<p>The Success Story page was completed and published late in the fiscal year 1999-2000.</p> <p>It was updated in 2000-2001.</p>		Consistent visits to the Web site.

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<p><i><b>Canada Business Service Centres (CBSCs):</b></i></p> <ul style="list-style-type: none"> <li>Regional access partners will include and support official language minority business service intermediaries in the network, where demand and interest exists.</li> </ul> <p>Industry Canada manages the CBSCs located in Ontario and in the North while the Economic Development Agencies are responsible for the remaining centres located across Canada.</p>	<p><i><b>Ontario</b></i></p> <p>Ensured francophone business community access to services at the Canada–Ontario Business Service Centre (COBSC) regional access sites in designated areas, through the renewal of terms in the Memorandum of Understanding (MOU) to better meet the needs of the minority community.</p> <p>Reviewed all COBSC’s MOUs with Regional Access Partners to assess conformance to Section 41. Several areas that need improvements were addressed.</p>	<p>Ongoing.</p> <p>Ongoing for FY 2001-2002.</p>	<p>Broadened access to COBSC services by the francophone community.</p> <p>Increased business development opportunities.</p>

PLANNED ACTIVITIES/OUTPUTS	ACTIVITIES COMPLETED TO DATE	OUTSTANDING ACTIVITIES TO BE COMPLETED	IMPACTS OF ACTIVITIES
<p><b>Canada Business Service Centres (CBSCs): (cont.)</b></p> <ul style="list-style-type: none"> <li>Target promotional activities to official language minority communities (for example, outreach activities, advertising of CBSC services, and participation in trade fairs and seminars).</li> </ul>	<p><b>Yukon</b> Both the CBSC and the Association franco-yukonnaise attended the Yukon E-Visioning Exercise, where a member from the Association made a presentation.</p> <p>Participated in a bilingual workshop—Service to the Public—offered by the Treasury Board of Canada Secretariat.</p> <p>Advertised in the <i>Directory of French Services in Yukon</i>, published by the Association franco-yukonnaise.</p> <p><b>Ontario</b> Carried out an advertising campaign in a French language business directory, <i>L'Annuaire</i>, to increase awareness of COBSC services to the francophone community.</p> <p>Participated in a series of television shows on small business on Télévision francophone de l'Ontario (TFO).</p> <p>Participated in Info-Fairs in two bilingual regions of the province (Cornwall and Timmins), providing full bilingual information on COBSC services.</p> <p><b>National Secretariat</b> Co-sponsored Le Mondial de l'entrepreneuriat jeunesse, a youth trade event held in Ottawa October 19-22, 2000.</p>	<p>Assessment of the advertising campaign.</p>	<p>Increased knowledge about serving the public in both official languages.</p> <p>Encouraged francophone business development and promoted the CYBSC services to the French minority community.</p> <p>Broadened exposure to COBSC services in remote francophone areas through the marketing of regional access partners.</p> <p>Provided an opportunity to inform the francophone business community of COBSC services.</p> <p>Allowed the network of CBSCs to gain international exposure across the francophonie, as 500 young francophone entrepreneurs from around the world attended the event.</p>

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<p><b>Canada Business Service Centres (CBSCs): (cont.)</b></p> <ul style="list-style-type: none"> <li>Include official language minority communities in consultations and evaluations, and participate in business advisory boards where these exist.</li> </ul>	<p><b>National Secretariat</b></p> <p>Info entrepreneurs, the Quebec Business Service Centre, was consulted for input on the French content of our online Business Start-Up Assistant. (<a href="http://bsa.cbsc.org">http://bsa.cbsc.org</a>)</p>	<p>A forthcoming usability study of the online Business Start-Up Assistant (<a href="http://bsa.cbsc.org">http://bsa.cbsc.org</a>), to assess a number of factors including overall usefulness, navigation and content. The study will include input from the francophone community.</p>	
<p><b>VolNet:</b></p> <ul style="list-style-type: none"> <li>VolNet delivery agencies across Canada assist voluntary organizations with Internet connectivity, including provision of computer equipment, network support and Internet skills development. By March 31, 2001, 10,000 voluntary organizations will be connected to the Internet. Official language minority groups take priority in this initiative.</li> </ul>	<p>Due to its success, the program was extended for a supplementary year to service voluntary organizations until March 31, 2002.</p> <p>As of March 2001, 9,274 voluntary organizations were participating. 7,491 of those organizations are now connected to the Internet.</p> <p>More than 625 francophone and anglophone minority associations took advantage of the program.</p> <p>In total, 10,091 individuals among 5,833 voluntary organizations received training.</p> <p>As of March 2001, there were 38 VolNet delivery agencies.</p>	<p>A few more agreements will be put in place to complete the project by March 2002.</p>	<p>More than 625 francophone and anglophone minority associations took advantage of the program.</p>

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<p><i>VolNet: (cont.)</i></p> <ul style="list-style-type: none"> <li>A national francophone delivery agency and two provincial francophone delivery agencies outside Quebec have been selected to support francophone voluntary organizations outside of Quebec.</li> </ul>	<p>These delivery agencies have completed their 12-month agreements with Industry Canada.</p> <p>Two other delivery agencies were selected to support francophone groups outside Quebec in specific areas: la Société franco-manitobaine and J'aime apprendre inc. (Ontario).</p>	<p>Other delivery agencies must provide services in both official languages if requested (e.g., New Brunswick Easter Seals March of Dimes, Ontario March of Dimes-Northern Ontario and La Société de développement de la Baie acadienne).</p>	<p>According to recent analysis, 31 percent of groups serviced are francophone and 6.7 percent are from official language minority groups.</p> <p>All participants received service in the official language of their choice.</p>
<ul style="list-style-type: none"> <li>The identified national computer supplier will provide bilingual service throughout Canada.</li> </ul>	<p>Their first agreement is completed. Bilingual material was developed and is distributed to all participants across the country (brochure, installation video). A bilingual 1-800 number was established.</p>	<p>The same computer supplier was secured for the fourth year.</p>	<p>All participants are serviced in both official languages.</p>
<ul style="list-style-type: none"> <li>Make workshops available in the language of the official language minority organizations.</li> </ul>	<p>VolNet delivery agencies must provide workshops in both official languages if requested. All training material provided by VolNet is in French and English.</p>		
<p><i>Canada's Digital Collections:</i></p> <ul style="list-style-type: none"> <li>This program, which devotes special attention to official language minority communities, will continue to fund approximately 10 digitization projects each year in such communities. These projects will provide opportunities to present the cultural and linguistic diversity of these communities on the Internet.</li> </ul>	<p>Fourteen contracts were awarded to applicants from Canada's minority official language communities in 2000-2001.</p>		<p>Fourteen new digital collections will be made available to the Canadian public.</p>

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<p><b><i>Student Connection Program (SCP):</i></b></p> <ul style="list-style-type: none"> <li>Through its 15 Administration Centres, including two francophone centres outside Quebec and one anglophone centre in Quebec, ensure the availability of promotional and training services and materials in both official languages throughout Canada.</li> </ul>	<p>The Student Connection Program continues to ensure the availability of training services and materials in both official languages throughout Canada.</p>		<p>80,000 SMEs and seniors received Internet and e-commerce training.</p>
<p><b><i>Francommunautés virtuelles:</i></b></p> <ul style="list-style-type: none"> <li>As a three-year pilot project, it was designed to assist francophone and Acadian communities to link with each other, the rest of Canada and the world via the Internet, and to develop new online applications, services and content in French.</li> </ul> <p>Program funding will support approximately 20 to 30 projects a year from across Canada until the end of fiscal year 2000-2001. An evaluation will be completed in fall 2000, and Industry Canada will decide whether the program should be renewed or expanded.</p>	<p>17 projects done by francophones and Acadians from minority communities received financial support from the Francommunautés virtuelles program in 2000-2001. A complete list of projects is on the Web at: <a href="http://francommunautes.ic.gc.ca">http://francommunautes.ic.gc.ca</a></p> <p>A positive evaluation of the program concluded that the program rationale was still valued, that it has been well managed, and that it should be renewed with an increased budget and some minor technical changes, such as two components allowing for broader projects to be done.</p> <p>Industry Canada is working towards the renewal of the program.</p>	<p>Approximately 10 percent of the projects need to be finalized after March 31, 2001.</p> <p>Summaries of project results will be posted on the program Web site.</p>	<p>Networking of communities.</p> <p>Improvement of ICT skills.</p> <p>Positive impact on socio-cultural and economic development of francophones and Acadians in minority communities in Canada.</p> <p>On average, for each dollar invested by Industry Canada, partners invested 2.7 dollars (in cash or in kind).</p> <p>The program is known and the budget only allowed for financial support to 20 percent of proposals.</p>



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<p><i>Computers for Schools:</i></p> <ul style="list-style-type: none"> <li>Deliver 250,000 computers to schools and libraries across Canada by March 31, 2001.</li> </ul>	<p>Computers for Schools (CFS) has delivered 250,000 computers since its creation in 1993. In 2000-2001, the program has delivered 2,450 computers to minority language groups across the country (1,002 to anglophones in Quebec and 1,448 to francophones outside of Quebec).</p>		<p>Minority language students are provided with the opportunity to become more literate in information technology.</p>
<ul style="list-style-type: none"> <li>Track program participation by official language minority schools.</li> </ul>	<p><i>Ontario/FedNor</i> A francophone was appointed on Computers for Schools-Ontario's Board of Administration. (CFS-Ontario is the non-profit organization responsible for delivering the program in Ontario.) Mr. Armand Gagné, President of the Franco-Ontarian School Principals Association, now represents francophones on that Board.</p> <p>An agreement has been signed with Collège Boréal to deliver the program on behalf of CFS-Ontario.</p> <p>A project was developed with CFS-Ontario and the francophone community for the creation in Sudbury of a workshop for the refurbishing of computers. This workshop will ensure communications in French with francophones in that province. The Sudbury workshop will hire bilingual people, mostly francophones.</p>	<p>The opening of the workshop is scheduled for September 2001.</p>	<p>Francophone representation on the Board of Administration of the non-profit organization responsible for delivering the program in Ontario.</p> <p>Greater potential for distribution of computers to francophones in Ontario.</p> <p>French services for francophones in Ontario.</p> <p>Job creation and training in information technology for francophones in Ontario.</p>

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<b><i>Computers for Schools: (cont.)</i></b> <ul style="list-style-type: none"> <li>Track program participation by official language minority schools.</li> </ul>	<b><i>Ontario/Atlantic</i></b> Promotion and marketing efforts were deployed in an effort to reach out to minority language groups in Ontario and Atlantic Canada.		Articles and news reports targeted at Franco-Ontarians and francophones in Atlantic Canada.
<ul style="list-style-type: none"> <li>In partnership with Public Works and Government Services Canada, deliver surplus computers to voluntary organizations in official language minority communities.</li> </ul>	77 computers were distributed to official language minority organizations across Canada.		<p>Approximately 15 minority language organizations have received computers.</p> <p>Human Resources Development Canada—Ontario Region has concluded a similar agreement with the CFS program.</p>
<b><i>Communities Access Program (CAP) (Urban):</i></b> <ul style="list-style-type: none"> <li>Provide affordable Internet access to residents of 88 urban communities with populations over 50,000, providing new ways to communicate, learn and do business in today's knowledge-based economy.</li> </ul>	Approximately 3,600 sites have been established or recommended in urban communities—in schools, libraries, community organizations and government offices. 292 of these sites selected and funded in urban centres are located in official language minority communities (OLMC).	Seventeen more sites to be funded.	<p>Promoted public awareness of the benefits and opportunities of using information technology and services.</p> <p>Gave public access to the Internet to enable the general public to take advantage of the benefits and opportunities.</p>
<ul style="list-style-type: none"> <li>Negotiate agreements with school boards and provincial library authorities or library boards for implementation of 3,200 sites. One thousand sites under the control of community organizations will be selected through a competitive process.</li> </ul>	<p>These agreements were negotiated with various school and library boards as well as provincial library authorities. To date, 613 community groups applied and received funding through competition. These sites are included in the total of 3,600 urban sites.</p> <p>Of these sites, 112 are located in OLMC.</p>	900 more sites will be supported through competition. This number is included in the 3,600, but have yet to receive funding.	

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<p><i>Communities Access Program (CAP) (Urban): (cont.)</i></p> <ul style="list-style-type: none"> <li>Bilingual workshops, designed to encourage applications from official language minority communities and to outline the value of developing networks, will be delivered in targeted geographic centres. Members from the targeted communities will be involved in evaluating proposals and making recommendations for funding.</li> </ul>	<p>In Ontario, four workshops were held to promote French sites. La Chambre économique de l'Ontario was contracted to facilitate the development of proposals with individual applicants.</p> <p><i>Quebec</i> Met Townshippers Association in June 2000 to explain the Community Access Program to them.</p>	<p>Creation of a Web site.</p>	<p>Better understanding of the program.</p>
<p><i>SchoolNet:</i></p> <ul style="list-style-type: none"> <li>To facilitate the connectivity of Canadian classrooms, including those in official language minority communities, by connecting 250,000 classrooms to the Internet by 2001.</li> </ul>	<p>All Canadian schools are connected to the Internet, including those in official language minority communities.</p> <p>Goal achieved. Over 425,000 computers in Canadian classrooms are connected to the Internet.</p> <p>SchoolNet is also involved in other activities, such as:</p> <ul style="list-style-type: none"> <li>- Interdepartmental Partnership with Official Language Communities (IPOLC) (Canadian Heritage)</li> <li>- Toile scolaire francophone</li> <li>- Francomania</li> <li>- Rendez-vous de la Francophonie</li> <li>- Radio-enfants.</li> </ul>		<p>Through the SchoolNet partnership, Canadian classrooms are connected to the Internet.</p> <p>Canadian students and teachers can now develop skills needed in the knowledge-based economy.</p>

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<p><i>SchoolNet: (cont.)</i></p> <ul style="list-style-type: none"> <li>Through the GrassRoots program develop 20,000 online learning projects by March 31, 2001, twenty percent of which will come from official language minority communities (OLMC).</li> </ul>	<p>From January 1, 1996 to March 25, 2001:</p> <ul style="list-style-type: none"> <li>- 676 francophone projects outside the province of Quebec</li> <li>- 550 anglophone projects in Quebec</li> <li>- 20 percent of the projects are francophone</li> <li>- 6.8 percent came from OLMC</li> <li>- 17,899 projects completed to date.</li> </ul>	<p>Reach a total of 20,000 projects by the end of the 2001 school year.</p>	<p>The SchoolNet GrassRoots Program helps Canadian students and teachers create the learning tools they need, contribute to their communities' development, learn about global issues, create international communications partnerships and take charge of their future with the help of online resources.</p>
<p><i>Smart Communities:</i></p> <ul style="list-style-type: none"> <li>Develop a range of online resources in both official languages to assist all Canadian communities in developing and implementing their own Smart Communities strategies.</li> </ul>	<p>Online resources have been developed to contribute to the development of Smart Communities strategies such as:</p> <ul style="list-style-type: none"> <li>- An international profile on a French rural community, Parthenay, France</li> <li>- A tool kit: The Node@ciblétudes</li> <li>- Atelier en réseau: Montréal</li> <li>- French public forum on the Internet where people exchange ideas or information on how to become smart communities.</li> </ul>	<p>Over the next three years, the Smart Communities Program will continue to develop resources in French.</p>	<p>By delivering services and training in French, the benefits of new technologies will be extended to the greatest number of people.</p>
<ul style="list-style-type: none"> <li>La péninsule acadienne will take the lead on developing the French Web site content for the four Atlantic Smart Communities Demonstration Projects.</li> </ul>	<p>Through a national competition, la péninsule acadienne, a rural francophone community was selected on May 11, 2000 for the New Brunswick Smart Communities Demonstration Project.</p>	<p>Finalization of the contribution agreements.</p>	<p>Smart Communities Demonstration Projects will improve economic and cultural development in the region. It will also link the francophone communities across the country and around the world.</p>

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<p><i>All Regions:</i></p> <ul style="list-style-type: none"> <li>• Increase awareness and promote the use of electronic information services to official language minority clients—both businesses and consumers.</li> </ul>	<p><i>Atlantic Region</i></p> <p>The Canada/PEI Business Service Centre communicates information through various means (print media, outreach) about its services available on the Internet for SMEs in both official languages. All levels of government in PEI recently launched a bilingual Internet site (<a href="http://www.govinfo.ca">www.govinfo.ca</a>) containing a host of information on municipal, provincial and federal government programs and services for consumers and business people.</p> <p>In Nova Scotia, meetings were held with representatives of key francophone organizations including:</p> <ul style="list-style-type: none"> <li>- Fédération acadienne de la Nouvelle-Écosse</li> <li>- Conseil du développement économique de la Nouvelle-Écosse</li> <li>- Collège de l'Acadie/Société Acadie Nouvelle-Écosse 2004</li> <li>- Pubnico Museum</li> <li>- Municipality of Clare</li> <li>- Western Valley Development Authority, Smart Communities</li> <li>- La Société Saint-Pierre et Les Trois Pignons, Chéticamp</li> <li>- Radio Chéticamp Cooperative</li> <li>- Société de promotion de Grand-Pré</li> <li>- ACOA, Nova Scotia Minister of Finance and Acadian Affairs</li> <li>- Interdepartmental Official Languages Committee, Nova Scotia Federal Council, Comité Acadie 2003-2004.</li> </ul>		<p>Strengthened information networks and easier access to IC resources and information for francophone clients.</p>

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<p><b>All Regions: (cont.)</b></p> <ul style="list-style-type: none"> <li>Increase awareness and promote the use of electronic information services to official language minority clients—both businesses and consumers.</li> </ul>	<p><b>Ontario</b> Ontario ITC developed French CD-Rom tools on how to negotiate letters of credit abroad.</p> <p>ITC is currently developing a French Web site that provides information to assist francophone communities in Ontario to sell their products via the Internet.</p> <p>In every presentation it gives, ITC promotes the use of the French version of Export Source and <i>Strategis</i>.</p> <p><b>FedNor</b> Sponsored the symposium on technology, in cooperation with the Chambre économique de l'Ontario (\$5,000).</p> <p><b>Prairies and Northern Region</b> As part of general promotion of <i>Strategis</i>, regional sales force and other staff promoted <i>Strategis</i> and various IC programs and services.</p> <p><b>Pacific Region</b> Five meetings have been held throughout the year, including a consultation process with all regional francophone community representatives.</p> <p>Promotional material on using electronic information services was presented.</p>		<p>Reduced the costs to francophone companies of doing business overseas.</p> <p>Reduced costs, increased profits and market diversification.</p> <p>Increased awareness of French language tools.</p> <p>Access to information.</p> <p>Better knowledge of the communities, enabling IC to modify its programs if warranted.</p>

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<p><i>All Regions: (cont.)</i></p> <ul style="list-style-type: none"> <li>Offer information sessions on Industry Canada programs such as Multimedia Learnware, urban and rural Community Access Programs, Francommunautés virtuelles and VolNet, to ensure that members of official language minority communities can access information and tools to assist in information technology integration.</li> </ul>	<p><i>Atlantic Region</i></p> <p>The family of Connecting Canadians programs are promoted bilingually through the regional office at presentations, trade fairs, etc. and also through our provincial partners.</p> <p>In PEI, a small group of Community Access Program (CAP) sites (two of the five are French) deliver VolNet and Canada Digital Collections (CDC). A CDC project was recently launched in the French community that fused an age-old collection of Acadian recipes to form a virtual cookbook.</p> <p>In New Brunswick, promotion of information highway programs is always done in both official languages. Special efforts were made to visit francophone CAP sites in person on NB CAP day, January 27. The Regional Executive Director represented IC at the launch of a Francommunautés virtuelles project in Fredericton in March.</p> <p>Community Services Council, local delivery agency, has partnered with the Fédération des Francophones de Terre-Neuve et du Labrador in the delivery of VolNet. The IC Atlantic Regional Office liaises with the Community Services Council.</p>	<p>E-commerce presentation to francophone community.</p>	<p>Better awareness of federal programs to improve IT skills in francophone communities.</p> <p>Increased depth of networks with francophone communities across Atlantic Region.</p> <p>Increased visibility of Industry Canada as a key federal supporter of francophone community development.</p>

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<p><b><i>All Regions: (cont.)</i></b></p> <ul style="list-style-type: none"> <li>Offer information sessions on Industry Canada programs such as Multimedia Learnware, urban and rural Community Access Programs, Franccommunautés virtuelles and VolNet, to ensure that members of official language minority communities can access information and tools to assist in information technology integration.</li> </ul>	<p>Work with Newfoundland and Labrador Francophone School board officials to deliver Computers for Schools (CFS) computers to schools throughout the school board (25 computers delivered in total).</p> <p>Article in <i>Le Gaboteur</i>, Newfoundland's Francophone newspaper, and interview on Radio-Canada about the CFS program.</p> <p>Four francophone CAP sites established throughout Newfoundland and Labrador (1 urban, 3 rural).</p> <p>Francophone groups participate in Smart Labrador initiatives.</p> <p><b><i>Quebec</i></b> Four sessions were offered to anglophone groups. A total of 60 anglophones attended these sessions.</p> <p><b><i>Pacific Region</i></b> Provided information regarding the urban CAP program (promotional material mailed out) to francophone communities in B.C.</p>		<p>Improved understanding of IC programs, in particular those concerning the information highway.</p> <p>Improved access to information.</p> <p>Increased knowledge.</p>



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<p><i>All Regions: (cont.)</i></p> <ul style="list-style-type: none"> <li>Promote the programs of the Information Highway Applications Branch (IHAB) and e-commerce to official language minority communities.</li> </ul>	<p><i>Atlantic Region</i> See above.</p> <p><i>Ontario</i> Promotion of Information Highway Program to francophone participants at the Cornwall Small Business Conference and Fair.</p> <p><i>Prairies and Northern Region</i> Promoted the e-commerce and IHAB programs included in francophone economic fora in Saskatchewan, Manitoba and Alberta.</p> <p><i>Pacific Region</i> Placed various announcements in four francophone publications to promote IC's programs and services. This included the annual directory of the Fédération francophone de la Colombie-Britannique (FFCB) (1), <i>l'Express du Pacifique</i> (3), the Nanaimo Association commemorative guide (2) and the Okanagan Association monthly newsletter (12).</p>		<p>See above.</p> <p>Better understanding by client group.</p> <p>Heightened awareness of programs.</p> <p>Improved access to information.</p> <p>Increased awareness of IC programs and services.</p>
<p><i>Atlantic:</i></p> <ul style="list-style-type: none"> <li>Support further efforts to develop the Télécommunauté acadienne et francophone de l'Atlantique. (TAFE)</li> </ul>	<p>Atlantic Region has made a special effort to encourage NB (péninsule Acadienne) to involve other Atlantic Francophone communities in its project.</p> <p>IHAB programs are regularly promoted, bilingually, at events and trade shows and Info-Fairs, as well as through local francophone media outlets.</p>		<p>This will strengthen the TAFE network, and will likely replace some of TAFE's activities.</p> <p>The NB Smart Community is expanding its links with francophone communities across Canada.</p>

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<i>Atlantic: (cont.)</i> <ul style="list-style-type: none"> <li>Participate in a pan-Atlantic conference on e-commerce in Edmundston in August 2000.</li> </ul>	Over 250 people attended the conference. IC distributed material and information, and supported the conference organizers through logistical assistance.		Positive comments and response to IC participation and information provided.
<ul style="list-style-type: none"> <li>The Atlantic region presently participates on an e-commerce committee with the Conseil économique du Nouveau-Brunswick.</li> </ul>	E-commerce is a key area of interest for the Conseil (see trade activities for more details). IC provides information on e-commerce policy and program support offered by the federal government through our participation.		<p>Increased adoption of e-commerce among Atlantic firms, including francophone businesses.</p> <p>A francophone firm, E-com Inc., is profiled in Atlantic Region's publication (May 2001) on B2B e-commerce.</p>
<i>Quebec:</i> <ul style="list-style-type: none"> <li>Promote the Mondex project in the Sherbrooke region.</li> </ul>	Conducted an analysis of the Mondex project's progress to date. The project is in support of Anglophones and francophones in the Eastern Townships.		Allows identification of weaknesses, consumers' needs as well as various options concerning the Smart card project.

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<p><b>Ontario/FedNor:</b></p> <ul style="list-style-type: none"> <li>Identify opportunities to establish urban Community Access Program sites in francophone community centres and associations in major Ontario urban centres.</li> </ul>	<p>Appointed five francophone members to Ontario CAP Program Review Committee to increase community participation in the program and evaluate proposals for urban francophone sites.</p> <p>10 percent of awarded urban CAP sites in Ontario are attributed to francophone communities—total 60 francophone urban CAP sites approved.</p> <p><b>FedNor</b> Provided financial support and consulting for three feasibility studies and a viability plan for francophone centre projects in Thunder Bay, the Temiskaming region and Kirkland Lake (\$113,028).</p>	<p>Visits, follow-up discussions, drafting report and assessment.</p>	<p>Positive feedback. 60 urban francophone CAP sites to date.</p> <p>Model replicated in other communities.</p> <p>Establishing a francophone community network.</p> <p>Fostering and encouraging partnerships among associations and groups.</p> <p>Preserving gains in French-language services.</p> <p>Higher profile for the French-speaking community.</p> <p>Enhanced community economic development.</p> <p>Greater access to grouped French-language services.</p> <p>Support expansion of services.</p>

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<p><b>Ontario/FedNor: (cont.)</b></p> <ul style="list-style-type: none"> <li>Using small business conferences and Info-Fairs, provide support to the francophone business community to access opportunities, skills and knowledge of the information highway.</li> </ul>	<p>Participation in the Timmins, Cornwall and Kapuskasing Info-Fairs as well as numerous other events such as annual meetings, seminars and fora.</p> <p><b>FedNor</b> Small business Info-Fair in North Claybelt/Nord-Aski.</p>		<p>184 companies and/or OLMC participants are now aware of FedNor programs and services.</p>
<ul style="list-style-type: none"> <li>Working with newly recognized francophone school boards, increase the number of computers for schools and public libraries.</li> </ul>	<p><b>FedNor</b> Computers for School (CFS) project approved in March 2001 to set up a repair shop and upgrade computers in Sudbury, as well as provide French-language CFS services to francophones in Ontario (\$75,736).</p>	<p>Provide follow-up.</p>	<p>Create jobs in Northern Ontario.</p> <p>Fair access to CFS program for francophone learners from kindergarten to grade 12.</p> <p>Deliver wicket service for students or people who have learned new computer skills.</p> <p>Expand access to, and use of, computers in French schools.</p> <p>Access to technology.</p> <p>Enhanced networking among communities.</p>

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<p><i>Ontario/FedNor: (cont.)</i></p> <ul style="list-style-type: none"> <li>Through presentations, increase e-commerce awareness of the francophone business community.</li> </ul>	<p>Developed and delivered two French language e-business seminars, in Sudbury and Midland.</p> <p>Participated in the Forum international: les femmes, les opportunités d'affaires et le commerce in Ottawa in September 2000.</p> <p>Organized and participated in two SME Info-Fairs in Cornwall in May 2000 and in Kapuskasing in September 2000.</p> <p><i>FedNor</i> Sponsor a workshop on e-commerce at Collège Boréal (\$2,500).</p> <p>Introductory meetings begun in Northwestern Ontario.</p> <p>Letter of introduction sent out by new development officer for Thunder Bay region.</p>	<p>Several other meetings are planned for 2001-2002.</p>	<p>Sudbury: 25 attendees. Midland: 30 attendees. Positive feedback from Midland. They would like further seminars.</p> <p>Ottawa: 100 attendees.</p> <p>Cornwall: 512 attended. Kapuskasing: 187 attended.</p> <p>Access to information on technology for young entrepreneurs in the region.</p> <p>Enhanced awareness of FedNor Programs.</p> <p>Promote the presence of a francophone development officer for the Thunder Bay area.</p> <p>Access to information on how to prepare an application.</p>

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<p><b>FedNor:</b></p> <ul style="list-style-type: none"> <li>Work on connectedness to ensure access and, ultimately, use of and participation in the knowledge-based economy.</li> </ul>	<p>Financial support for the Municipality of Hearst to create a Web site and connect with community groups (\$22,478).</p> <p>Financial support for the Conseil scolaire du district du Grand Nord to create a Web site and upgrade 377 computers for francophone clients (\$25,000).</p> <p>Financial support for a three-year high-speed telecommunications project with Collège Boréal to link all campuses in the North and allow the institution to introduce advanced courses on the Internet for francophone clients (\$500,000).</p> <p>Financial support for the Superior East CFDC to upgrade its telecommunications network and expand its high-speed connections with Radio Télévision française de Dubreuilville (\$34,605).</p> <p>Financial support for the Conseil scolaire du Nord-Est de l'Ontario to create, implement and install a Web site, as well as for training related to video-conferencing system and the Réseau carrière Nord networking project (\$25,000).</p>	<p>Provide follow-up phased over the coming year.</p> <p>Provide follow-up phased over the coming year.</p> <p>Provide normal follow-up.</p> <p>Provide follow-up phased over the coming year.</p> <p>Provide normal follow-up.</p>	<p>Access to technology and improved networking between communities.</p> <p>Cutting-edge communications that help develop the distance education market.</p> <p>Upgrade the infrastructure, affording access to higher-performance technology.</p> <p>Improved programming and range of services for francophones.</p> <p>Access to the latest technology.</p>

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<b><i>FedNor: (cont.)</i></b> <ul style="list-style-type: none"> <li>Deliver community awareness workshops and support subregional telecommunications working groups in order to increase access to, and usage of, the Information Highway.</li> </ul>	Preliminary and preparatory activities for organizing a youth conference on technology and entrepreneurship in Northwestern Ontario (\$80,000).	Coordination and presentation activities.	Almost 120 young participants will have access to information on new technologies.
<ul style="list-style-type: none"> <li>Continue to work with partners and municipalities to promote e-commerce conferences throughout Northern Ontario.</li> </ul>	Financial support for a series of workshops on e-commerce by Bell Canada, for translation and presentation in French (CFDC and TAD Canada) (\$5,000).	Translation of documents.	Access to information on e-commerce for entrepreneurs in regions served by CFDCs.
<ul style="list-style-type: none"> <li>Develop an electronic network to link all Community Futures Development Corporations in a bulletin board that will help francophones to access information.</li> </ul>	Discussions begun with the Ontario Region and the Canada Business Service Centres program (CBSC) on improving access to electronic information for French-language SMEs.	Ongoing discussions in conjunction with the implementation of initiatives to enhance virtual services and regional coordination in cooperation with the Ontario Region.	Increased access to information for francophone SMEs.  Enhanced benefits for delivery of services through an electronic network linking CFDCs (information and resource sharing).
<ul style="list-style-type: none"> <li>Work with the Associations canadiennes-françaises de l'Ontario of Northern Ontario to develop a Web site and a network to increase online accessibility.</li> </ul>	Financial support for ACFO in Northern Ontario for a strategic planning session in September 2000 (\$18,000).  Support to hire an intern to develop a Web site for the Greater Sudbury chapter of ACFO (\$25,000).	Normal follow-up.  Normal follow-up.	Increased access to information on the needs of members and francophone SMEs.  Improved access to electronic information and more effective communications with members and the community.
<b><i>Prairies and Northern Region:</i></b> <ul style="list-style-type: none"> <li>Participate in French language media interviews to present existing and new Information Highway applications programs.</li> </ul>	Interviewed in <i>l'Eau Vive</i> (Saskatchewan) and <i>Le Franco</i> (Alberta) regarding fall and winter 2000 launches of CAP sites in francophone school districts.	Need similar, media-related promotion in Manitoba.	Heightened awareness of IC commitment to francophone communities and general connectedness pillar.

<i><b>PLANNED ACTIVITIES/OUTPUTS</b></i>	<i><b>ACTIVITIES COMPLETED TO DATE</b></i>	<i><b>OUTSTANDING ACTIVITIES TO BE COMPLETED</b></i>	<i><b>IMPACTS OF ACTIVITIES</b></i>
<b><i>Prairies and Northern Region: (cont.)</i></b> <ul style="list-style-type: none"> <li>Promote e-commerce to regional francophone economic development organizations.</li> </ul>	Sponsored three fora (Saskatchewan, Alberta and Manitoba) hosted by francophone economic development agencies. Trade show booths championed e-commerce.	Ongoing.	Heightened awareness of IC programs and priorities.
<b><i>Pacific Region:</i></b> <ul style="list-style-type: none"> <li>Provide a half-day e-commerce workshop in partnership with the Francophone Chamber of Commerce and the Société de développement économique.</li> </ul>	This activity was organized by Western Economic Diversification Canada.		
<ul style="list-style-type: none"> <li>Promote e-commerce capsules and a glossary of e-commerce terms in various regional francophone newspapers, on the francophone Chamber of Commerce Web site and on other associations' sites.</li> </ul>	<p>Over 20 e-commerce capsules have been translated and have been made available to the SDECB for posting on their Web site.</p> <p>A glossary has been translated and distributed with the capsules.</p>		Provide better access to information.
<ul style="list-style-type: none"> <li>Translate the business-to-business tutorial and, in partnership with regional francophone associations, promote this tutorial.</li> </ul>	A translated business-to-business tutorial has been made available to the francophone community through the SDECB Web site and Educacentre.		Improved access to information and to technology. Provided knowledge on how to participate in the knowledge-based economy.
<p align="center"><b><i>OTHER ACTIVITIES/OUTPUTS</i></b></p> <p>The Pacific Region made presentations regarding the new privacy legislation and obligations for businesses under this new legislation to the francophone business community in Whitehorse.</p> <p>The Pacific Region supported a number of francophone events including service launches by Educacentre; other community events such as the Festival du Sucre d'Érable in Nanaimo, and an evening celebration of la Journée de la Francophonie; and attended the annual meetings of la Fédération des francophones de la Colombie-Britannique and of la Société de développement économique.</p>			



**PURPOSE:** *To enhance the vitality of the English and French minority communities in Canada, to support and assist their development, and to foster through Industry Canada's programs and services, the full recognition of both English and French in Canadian society.*

**OBJECTIVE 1:** *Increase the awareness of, and participation in, Industry Canada's programs and services by official language minority communities in areas of need identified by these communities.*

**SUB-OBJECTIVE 3:** *Support and increase development in rural official language minority communities.*

<b>PLANNED ACTIVITIES/OUTPUTS</b>	<b>ACTIVITIES COMPLETED TO DATE</b>	<b>OUTSTANDING ACTIVITIES TO BE COMPLETED</b>	<b>IMPACTS OF ACTIVITIES</b>
<p><b>Community Access Program (CAP) (Rural):</b></p> <ul style="list-style-type: none"> <li>To facilitate better access to the Information Highway by rural communities, assist with the development of Internet links in community schools, libraries and other accessible community locations. CAP plans to have assisted 5,000 rural communities with Internet links by 2001.</li> </ul>	<p>Approximately 5,500 rural sites have been established since the program's inception.</p>	<p>Rural CAP's last competition was May 31, 2000. The focus now shifts to sustainability and monitoring of sites.</p>	

PLANNED ACTIVITIES/OUTPUTS	ACTIVITIES COMPLETED TO DATE	OUTSTANDING ACTIVITIES TO BE COMPLETED	IMPACTS OF ACTIVITIES
<p><b>Community Access Program (CAP) (Rural): (cont.)</b></p> <ul style="list-style-type: none"> <li>Make special efforts to inform official language minority communities of the importance of the program's goals. Members of these communities serve on all provincial selection committees. Service to these communities will be a part of the program's evaluation framework.</li> </ul>	<p>Representatives of official language minority communities (OLMC) served on various Provincial Review Committees, as well as the National Advisory Committee.</p> <p>Over the course of FY 2000-2001, four sites were established for English communities in Quebec while 14 sites were established for French communities in Ontario, which brings the total of OLMC sites to 265* since the beginning of the program.</p> <p>*Additional OLMC sites might have been established this year in other provinces, but no data was provided.</p>		<p>Promoted public awareness to the official language minority communities of the benefits and opportunities of using information technology and services.</p> <p>Gave access to the Internet to enable the general public of these minority communities to take advantage of the benefits and opportunities.</p>
<p><b>FedNor:</b></p> <ul style="list-style-type: none"> <li>With Community Futures Development Corporations (CFDCs), develop initiatives that address the special needs of francophones regarding access to capital.</li> </ul>	<p>Established a francophone investment committee within the North Simcoe Business Development Centre.</p>	<p>Continue implementation of other initiatives.</p>	<p>Greater access to capital for French-language SMEs in Northern Ontario, and rural areas in Southern Ontario.</p>

<b>PLANNED ACTIVITIES/OUTPUTS</b>	<b>ACTIVITIES COMPLETED TO DATE</b>	<b>OUTSTANDING ACTIVITIES TO BE COMPLETED</b>	<b>IMPACTS OF ACTIVITIES</b>
<p><i>FedNor: (cont.)</i></p> <ul style="list-style-type: none"> <li>Establish a CFDC committee to ensure the delivery of services to francophones.</li> </ul>	<p>An internal task force has been set up and is working to improve delivery of services to francophones, including development of an action plan.</p> <p>The initiatives begun by FedNor to expand upon CFDC capacity include:</p> <ul style="list-style-type: none"> <li>Francophone investment committee (North Simcoe CFDC)</li> <li>In cooperation with the Ontario Region office, studying other service options and models for CFDCs and for delivery of IC services in Southern Ontario (e.g. virtual service, conceptual model)</li> <li>Various research (clause in letter of offer, discussions with regional agencies, and potential models to ensure enhanced service delivery, including coordination/networking, translation, francophone investment committees).</li> </ul>	<p>Finalize and implement the action plan.</p> <p>Implement initiatives, including:</p> <ul style="list-style-type: none"> <li>Key policy</li> <li>Raise awareness among CFDCs</li> <li>Consultation with the francophone minority</li> <li>Translation service.</li> </ul>	

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**OBJECTIVE 1:** *Increase the awareness of, and participation in, Industry Canada's programs and services by official language minority communities in areas of need identified by these communities.*

**SUB-OBJECTIVE 4:** *Develop tourism in official language minority communities.*

<b>PLANNED ACTIVITIES/OUTPUTS</b>	<b>ACTIVITIES COMPLETED TO DATE</b>	<b>OUTSTANDING ACTIVITIES TO BE COMPLETED</b>	<b>IMPACTS OF ACTIVITIES</b>
<b>Canadian Tourism Commission (CTC):</b> <ul style="list-style-type: none"> <li>Through the CTC's business and consumer Internet site, provide information on travel and on the CTC's activities, and establish hypertext links with other travel and tourism Web sites. Official language minority communities with established Web sites on tourism products are encouraged to inform the CTC, so that they can be included in our sites, as appropriate.</li> </ul>	<p>Awareness of CTC Web sites was promoted in various communication and marketing publications by presenting information about access and links.</p>		<p>Official language minority communities can establish hypertext links with the CTC Web sites to promote their services, programs and activities.</p>

<b>PLANNED ACTIVITIES/OUTPUTS</b>	<b>ACTIVITIES COMPLETED TO DATE</b>	<b>OUTSTANDING ACTIVITIES TO BE COMPLETED</b>	<b>IMPACTS OF ACTIVITIES</b>
<p><i>Canadian Tourism Commission (CTC) : (cont.)</i></p> <ul style="list-style-type: none"> <li>As a means to further develop and promote the francophone cultural communities in Canada, continue to fund tourism product development activities aimed at official language minority communities, through the Heritage Product Club partnership.</li> </ul> <p>As one of its many activities, the Club developed a map outlining French heritage products in western Canada. Next year, the Club will focus on developing travel packages showcasing the French culture and opportunities to learn French, enhancing the export readiness of existing tourism products, and implementing a new marketing strategy. It also plans to consult, train and provide strong communication links, and to offer value-added tourism services to western and northern French Canadian small and medium-sized enterprises.</p>	<p>In the fiscal year 2000-2001, the Heritage Product Club established a plan to define quality criteria for cultural and heritage related tourism products available for delivery in the French language in western Canada.</p> <p>Four new packages were developed:</p> <ul style="list-style-type: none"> <li>– Western Canadian Culture and Nature</li> <li>– The Splendor and Diversity of Alberta</li> <li>– Western Canadian Farms</li> <li>– Francophone pioneers of Alberta.</li> </ul> <p>CTC partnership (\$37,000). Eight government and industry partners (\$47,000).</p>	<p>One of the objectives of the product program was sustainability. In this regard, the work of the Heritage Product Club will be done in collaboration with the Pan-Canadian Francophone Tourism Corridor.</p>	<p>The development of language-based tourism associated with culture and heritage sectors. This promotes the continued day-to-day use of the French language in western Canada.</p> <p>Enriches the tourism attraction, product and service diversity in the region.</p> <p>Supports the francophone culture.</p>

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<b><i>FedNor:</i></b> <ul style="list-style-type: none"> <li>Implement and promote the Tourism Fund, the Not-for-Profit Fund and the Northern Ontario Economic Development Fund to develop tourism in francophone communities.</li> </ul>	<p>Financial support for the Regroupement des organismes du patrimoine to develop a Web site and virtual tourist guide (see also Youth Intern) (\$25,000).</p> <p>Financial support to introduce a fiddler's festival in Noëlville, to develop a tourist route through francophone communities (\$17,354).</p> <p>Financial support to market the reopening of the museum in Sturgeon Falls (\$19,178).</p>	<p>Final audit.</p> <p>Final audit.</p> <p>Final audit.</p>	<p>Expansion of target markets (francophone tourists and those from France).</p> <p>Promote the region and francophone culture.</p> <p>Create a route for potential tourists.</p> <p>Generate additional income for the region.</p> <p>Increase the number of tourists in the West Nipissing region.</p>

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**OBJECTIVE 1:** *Increase the awareness of, and participation in, Industry Canada's programs and services by official language minority communities in areas of need identified by these communities.*

**SUB-OBJECTIVE 5:** *Integrate youth into the economic development in official language minority communities.*

<b>PLANNED ACTIVITIES/OUTPUTS</b>	<b>ACTIVITIES COMPLETED TO DATE</b>	<b>OUTSTANDING ACTIVITIES TO BE COMPLETED</b>	<b>IMPACTS OF ACTIVITIES</b>
<b>Student Connection Program (SCP):</b> <ul style="list-style-type: none"> <li>Offer low-cost, on-site technology training programs to business people, and special Internet training for seniors.</li> </ul>	<p>As of March 2001, SCP provided Internet and e-commerce training to over 80,000 clients across the country. Over 3,000 youth jobs were created—38 percent speak English, 20 percent French and 42 percent are bilingual.</p>	<p>Ongoing.</p>	<p>Youth employment.</p> <p>Internet literacy for SMEs and seniors.</p> <p>E-commerce awareness and training for SMEs.</p>
<b>Canada's Digital Collections:</b> <ul style="list-style-type: none"> <li>Through this program, hire young people (age 15 to 30) on contract to create Web sites, allowing them to develop and apply skills related to the new information technologies. Roughly 10 percent of the projects are created by young people from official language minority communities, who represent some 10 percent of the young people employed through the program.</li> </ul>	<p>42 young Canadians from official language minority communities produced 14 digital collections.</p>		<p>42 young Canadians received their first work experience in the multimedia industry.</p>

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<p><b>FedNor:</b></p> <ul style="list-style-type: none"> <li>Provide the Youth Internship Initiative on a permanent basis, giving Northern Ontario young people practical job experience in the field of community economic development.</li> </ul>	<p>Financial support for the first northern symposium: Réussite de la jeunesse franco-ontarienne ... une responsabilité partagée (\$25,000).</p> <p>Support for 10 francophone organizations to hire a youth intern (\$254,484).</p>	<p>Final follow-up and draft report.</p> <p>Study other ongoing applications for Youth Internship program grants.</p>	<p>Establish a large network of francophone workers.</p> <p>Develop a joint action plan to support youth and culture, based on the recommendations from the symposium (organize a rotating five-year summit of North American Francophones and found a totally French-language university in Ontario).</p> <p>Provide work experience for young graduates.</p>
<p><b>Prairies and Northern Region:</b></p> <ul style="list-style-type: none"> <li>Ensure that post-secondary institutions have timely and pertinent information and take advantage of programs such as Netcorps, CanConnect, and the Student Connection Program.</li> </ul>	<p>Advised francophone post-secondary institutions in the region of all program rollouts, giving contact point (URL and/or name and phone number).</p> <p>Post-secondary institutions:</p> <ul style="list-style-type: none"> <li>- Alberta: Edmonton's Faculté St-Jean and Northern Alberta Institute of Technology (NAIT) bilingual business degree program</li> <li>- Saskatchewan: Collège Mathieu, Gravelbourg</li> <li>- Manitoba: Collège St-Boniface, Winnipeg.</li> </ul>		<p>Encourages minority language community participation in national programs.</p>



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<i>Pacific Region:</i> <ul style="list-style-type: none"> <li>In conjunction with Francophone associations, help to organize a business contest targeting young entrepreneurs. Industry Canada will participate by Web hosting, producing promotional material and holding the awards event.</li> </ul>		Western Economic Diversification Canada is expected to take the lead and work in partnership with Industry Canada and with the francophone community to organize this activity.	

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<b>OBJECTIVE 2:</b> <i>Increase Industry Canada's awareness of the needs of official language minority communities and increase the Department's understanding of its obligations under Section 41 of the Official Languages Act</i>			
<b>SUB-OBJECTIVE 1:</b> <i>General</i>			
<b>PLANNED ACTIVITIES/OUTPUTS</b>	<b>ACTIVITIES COMPLETED TO DATE</b>	<b>OUTSTANDING ACTIVITIES TO BE COMPLETED</b>	<b>IMPACTS OF ACTIVITIES</b>
<b><i>Awareness Campaign:</i></b> <ul style="list-style-type: none"> <li>Through an awareness campaign, develop a better understanding by Industry Canada employees of their responsibilities to both Section 41 and the needs of official language minority communities (OLMC).</li> </ul>	<p>Creation of promotional tools to raise awareness of Section 41 among IC employees.</p> <p>For managers, 25 information sessions in Ottawa and the regional offices.</p>	<p>Follow-up on the ideas brought up in the information sessions.</p> <p>Development of a second component for the awareness campaign.</p>	<p>More than 250 managers possess a greater understanding of Section 41, our obligations, the needs and expectations of the communities and what we can do to promote community development.</p>
<b><i>Creation of a New Process:</i></b> <ul style="list-style-type: none"> <li>Put in place a new process to ensure that OLMC are taken into account when the Department is developing, delivering or transferring programs and services, and preparing Treasury Board submissions and Memoranda to Cabinet.</li> </ul>	<p>Information and consultation with various groups within the Department with regard to official languages obligations.</p> <p>Establishment of a process within the Programs and Services Board.</p>	<p>Establishment of a more formal process within the other directorates.</p>	<p>Linguistic clauses are included in Treasury Board submissions, Memoranda to Cabinet and transfers of funds.</p>

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<p><i><b>Sectoral Tables:</b></i></p> <ul style="list-style-type: none"> <li>Participate as a department in the following sectoral working groups: knowledge-based economy, tourism, and integration of youth in economic development. The Committee will develop its national strategic plan based on the recommendations of the working groups.</li> </ul>	<p>IC participation in three sectoral round tables—knowledge-based economy, tourism and youth integration—to develop an action plan.</p> <p>Member of the interdepartmental working group for the creation of a rural development fund.</p> <p>Presentation to senior management of the proposal to establish an e-business fund for francophones and on the development of a new strategy.</p>	<p>Conduct a follow-up, and find buy-in within the Department to support these recommendations.</p>	<p>Greater understanding of the francophone communities and the mechanisms proposed by the communities to implement the sectoral action plans.</p>
<p><i><b>Evaluation:</b></i></p> <ul style="list-style-type: none"> <li>Evaluate Industry Canada's ability to fulfill its Section 41 obligations.</li> </ul>	<p>Survey and/or interview 102 IC managers, 84 OLMC representatives, the regional coordinator network and nine representatives of other departments on the implementation of Section 41 at IC.</p> <p>Evaluation report completed.</p>	<p>Present the results and recommendations to the Senior Management Committee.</p> <p>Publish the report on the Internet.</p>	<p>Greater understanding of the strengths and weaknesses of our implementation of Section 41.</p> <p>Revision of our approach to implementing Section 41 within the Department, and the development of a three-pronged strategy.</p>

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<b><i>Support of the Official Languages Champion:</i></b> <ul style="list-style-type: none"> <li>Provide opportunities for Industry Canada's Official Languages Champion to meet representatives of OLMC and organizations, and to make presentations to various organizations and departmental committees.</li> </ul>	<p>Three presentations to the Senior Management Committee by the Champion on our obligations, the new strategy that IC should implement, and French on the Internet.</p> <p>Several meetings between the Champion and representatives of the anglophone and francophone communities (Bromont, Moncton, Ottawa, Edmonton, Legal).</p> <p>The Champion's participation in the Francomania Selection Committee.</p>	Ongoing.	<p>Greater visibility of the Champion and of the importance of official languages at IC.</p> <p>Greater access to a senior manager for OLMC representatives.</p>
<ul style="list-style-type: none"> <li>Participate fully in the network of departmental champions created by Treasury Board.</li> </ul>	The Champion's participation in the Conference of Champions, which took place in Bromont.	Ongoing.	<p>Networking.</p> <p>Exchange of best practices.</p>
<ul style="list-style-type: none"> <li>Secretariat for the Champion.</li> </ul>	Liaison work with FedNor concerning the Community Futures Development Corporations in Ontario (see FedNor).	Ongoing.	
<b><i>Interdepartmental Partnership with official language minority communities (IPOLC):</i></b> <ul style="list-style-type: none"> <li>Develop joint projects with OLMC, Canadian Heritage and IC.</li> </ul>	<p>Letters sent to the various sectors to obtain project proposals, and presentations on the IPOLC within IC.</p> <p>Meetings with various OLMC representatives, such as the Quebec Community Groups Network.</p>	Work with the OLMC, the programs and services officers, and Heritage Canada to include new projects in the Memorandum of Understanding.	Implementation of three joint projects with associations, which will increase French content on the Internet, and will provide francophone teachers with learning tools.
<ul style="list-style-type: none"> <li>Develop a Memorandum of Understanding (MOU) with Canadian Heritage.</li> </ul>	Signature of a MOU within the framework of IPOLC, which includes three joint projects for 2000-2001.		

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<b><i>National Committee for Canadian Francophonie Human Resources Development:</i></b> <ul style="list-style-type: none"> <li>Participate in the meetings and activities of the Committee.</li> </ul>	Participate in the meetings and working groups of the Committee.  Member of the National Selection Committee for the Lauriers de la PME competition.  Financial participation in the Lauriers de la PME competition (\$35,000).  Financial participation in organizing the Tourism Workshop (\$10,000).  Signing of a Memorandum of Understanding with Franco-Manitoban representatives and departments of the federal and Manitoba governments.	Ongoing.	Better understanding of the expectations and the needs of the OLMC.
<b><i>National Human Resources Development Committee for the English Linguistic Minority:</i></b> <ul style="list-style-type: none"> <li>Nominate an IC representative.</li> </ul>	Appointment of Réjean Frenette, Executive Director for the Quebec Region, as IC representative on the Committee.	Ongoing.	Better understanding of the fundamental needs of the English linguistic minority community in Quebec.
<ul style="list-style-type: none"> <li>Participate in the meetings and activities of the Committee.</li> </ul>	IC participated in all meetings and activities of the Committee.		

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<b><i>Network of Section 41 Coordinators:</i></b> <ul style="list-style-type: none"> <li>Liaise and coordinate with regional coordinators.</li> </ul>	<p>Organize monthly teleconferences, and an annual meeting, with regional coordinators.</p> <p>Frequent and regular consultations for all national and provincial initiatives.</p> <p>Study to evaluate the role and amount of time required of coordinators to implement Section 41.</p>	Ongoing.	Better understanding of the key files and sharing of best practices.
<ul style="list-style-type: none"> <li>Coordinate with the sectors and programs network.</li> </ul>	Regular discussions with programs and services managers in order to get a better understanding of their programs and services, and to look at what can be done to better target the OLMC.		
<b><i>Interdepartmental Coordination:</i></b> <ul style="list-style-type: none"> <li>Industry Canada will work with other federal organizations to better coordinate OLMC or government projects related to Section 41.</li> </ul>	Participate in over 40 interdepartmental meetings or working groups organized by Canadian Heritage, Agriculture and Agri-Food Canada, Health Canada, Treasury Board Secretariat, Human Resources Development Canada and IC.	Ongoing.	<p>Better coordination and implementation of Section 41.</p> <p>Sharing of best practices.</p>

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<p><b><i>Distribution of Material:</i></b></p> <ul style="list-style-type: none"> <li>Widely distribute IC Action Plan, Achievement Report and materials related to Section 41.</li> </ul>	<p>The 2000-2003 Action Plan and the 1999-2000 Achievement Report were distributed to the major national and provincial official language minority organizations and within IC.</p> <p>These documents are available on our site at the following address:  <a href="http://info.ic.gc.ca/epublications">http://info.ic.gc.ca/epublications</a></p> <p>Newsletters prepared by the National Committee for Canadian Francophonie Human Resources Development, as well as Bulletin 41-42 prepared by Canadian Heritage, were distributed to senior managers in the Department and to officers who deliver services and programs.</p>	<p>Ongoing.</p>	<p>Allow a better understanding of IC's programs and services by communities.</p> <p>Better understanding of OLMC by IC managers.</p>

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<p><b><i>French on Internet (FOI):</i></b></p> <ul style="list-style-type: none"> <li>Development of guidelines and principles to increase the content and quality of French on IC Web sites.</li> </ul>	<p>Presentation to IC's Senior Management Committee and approval of the FOI's guidelines and principles.</p> <p>Creation of a departmental FOI committee, and committee approval of the concept of pilot projects in IC sites.</p> <p>Preliminary inventory of Web sites created by, with and for IC, in order to increase the quantity and quality of French on the Internet.</p> <p>Participation in the Interdepartmental FOI committee meetings.</p> <p>Creation and launch of Le Coin linguistique (Intranet site for French language training).</p>	<p>Pilot projects.</p>	<p>Promotion of the importance of increasing the quantity and quality of French on the Internet.</p> <p>Heightened visibility of programs that essentially target OLMC.</p>
<p align="center"><b><i>OTHER ACTIVITIES/OUTPUTS</i></b></p> <p>Creation of two departmental committees: in addition to the French on Internet mentioned above, the Department has created an Official Languages Committee that will specifically focus on the implementation of a new strategy for Section 41.</p> <p>Financial participation with booths at the following events:</p> <ul style="list-style-type: none"> <li>- Mondial de l'entrepreneuriat jeunesse organized by the Forum Ontario/Francophonie Mondiale (\$110,000).</li> <li>- Live Dialogue organized by the Fédération des communautés francophones et acadienne du Canada (\$15,000).</li> </ul> <p>FedNor appointed a full-time coordinator to support official language activities.</p> <p>Meeting in March 2001 between the Secretary of State, Science, Research and Development and the Associate Dean of the Faculté St-Jean.</p> <p>Preparation and launch of a promotional writing course for national coordinators responsible for the implementation of Section 41 in collaboration with Canadian Heritage and Public Works and Government Services Canada.</p>			