

Connecting Canadians:

What Does It Mean?



It means being the
most connected
nation on earth.

It means a stronger
economy.

It means the future.



What is Connecting Canadians?

What is Connecting Canadians? Simply put, it's a plan to make Canada the most connected country in the world by the year 2000.

Why is this so important? Because the Information Highway — the communications system that includes satellites, cable TV, new wireless systems, telephones and the Internet — is giving us new ways to communicate, learn and conduct business. By being connected, we create jobs, we create economic opportunity, and we ensure our future prosperity.

To help achieve this goal, the Government of Canada has launched *Connecting Canadians*, a six-part initiative designed to help make Canada a leader in the new knowledge-based economy.

Canada On-line is helping Canadians connect to the economic and communication potential of the Information Highway. Affordable access to the Information Highway means new opportunities, skills and knowledge for all Canadians, regardless of location.

Smart Communities take advantage of new technologies — for better health care delivery, for life-long learning, and for growing businesses. Working with other governments and the private sector, the goal is to establish a Smart Community Demonstration Project in each province, the North and an Aboriginal community by the year 2000.

By increasing the amount of *Canadian Content On-line*, we will make Canada a leading-edge supplier of on-line content and applications. Canadian content on the Internet reflects our values, achievements and aspirations.

Electronic Commerce is changing how Canadians conduct business. The goal is to make Canada a location of choice for the development of electronic commerce products and services.

By putting *Canadian Governments On-line*, all Canadians get better access to government information and services. It also improves government efficiency.

Connecting Canada to the World lets the world know that Canada is on-line and on target as a hub in the knowledge-based economy. International recognition as a technological leader benefits us all.



connecting.canadians

*New ideas, innovative technologies,
and broader market opportunities are all
part of Connecting Canadians — a Canadian
vision of the future.*

*For more information call
1-800-575-9200 or TTY: 1-800-465-7735.*

*Or visit our Web site at
<http://www.connect.gc.ca>*

Connecting Canadians... to each other

Canada has one of the most advanced communications systems in the world, and we have some of the lowest telecommunications prices anywhere. A number of federal programs are building on our technological strength to help more of us “get connected.”

The *Community Access Program* is helping to establish up to 10 000 public Internet access sites in rural, remote and urban communities across Canada by March 31, 2001. Under the program, such public sites as schools, libraries and community centres can become on-ramps to the Internet and its wealth of services and information.

Building on Canada’s success in connecting its public schools to the Internet, *Canada’s SchoolNet* will continue to work with the provinces, the territories and the private sector to extend connectivity from schools to the classroom by March 31, 2001, and to bring the benefits of the Information Highway to Canadian learners.

VolNet (the Voluntary Sector Network Support Program) is designed to provide access to computer equipment, basic and applied Internet skills development and support to the voluntary sector. The objective is to offer Internet connectivity to 10 000 voluntary organizations by March 31, 2001.

Connecting Canadians... to prosperity

Connecting Canadians provides Canadian businesses and consumers with the on-line tools and services needed to prosper in an information economy.

Strategis is Canada's most comprehensive business information Web site. It helps small and medium-sized businesses remain competitive by providing domestic and international trade data, marketplace information and business start-up and management tips.

The *Spirit of Aboriginal Enterprise* Web site provides the information and tools to support the creation and expansion of Aboriginal businesses throughout Canada.

Consumer Connection provides information on product recalls, scams and consumer studies. It also offers interactive services that allow consumers to compare credit card and banking service costs.

ExportSource is a virtual export office that provides Canadians with new business opportunities by helping companies harness a world of trade information within a single Web site.

The *Smart Communities* program will help to establish one Smart Community Demonstration Project in each province, the North and an Aboriginal community by the year 2000. These demonstration projects will show how information and communications technologies can be harnessed by communities to support economic development and to enrich community life for Canadians.

Connecting Canadians... to opportunity

For many Canadians — especially young Canadians — the ability to use computers and the Internet is essential to finding opportunity in our modern economy. There are a number of programs to help young Canadians make the transition from school to the working world.

Canada's Digital Collections provides young people with high-tech job experience while increasing Canada's presence on the Information Highway. Young Canadians get paid experience in multimedia production converting heritage, and science and technology material into a digital format.

Aboriginal Digital Collections is developing Aboriginal content on-line, while providing opportunities for Aboriginal youth in the knowledge-based economy and supporting innovation in Aboriginal business.

Computers for Schools provides schools and libraries across the country with software and refurbished computers donated by government and the private sector. The goal of the program is to deliver 250 000 computers by March 31, 2001.

Campus WorkLink : NGR is one of Canada's largest placement services, matching senior secondary school students and recent college and university graduates with potential employers. In its short history, more than 100 000 employment matches have been generated.

The *Student Connection Program* helps small and medium-sized businesses get connected and tap into the economic potential of the Information Highway. The Year 2000 First Step program helps businesses assess their year 2000 readiness. University and college students earn money for their continuing education by providing on-site Internet training for Canadian business people.

NetCorps Canada, through the Community Access Program, is helping over 1000 young Canadians every year gain work experience and marketable skills related to information technologies.

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