

**Volume 19 number 1****March 2011****Launch of the PALÉE 2011-2014  
A new impetus for the Sud-Ouest**

RESO launched its *Plan d'action local pour l'économie et l'emploi* (Local Action Plan for the Economy and Employment) 2011-2014 on March 9. Updated every three years, the PALÉE is a strategic direction document that determines policy priorities for economic and human resources development in the Sud-Ouest. Under the theme *Un nouvel élan pour le Sud-Ouest* (A New Impetus for the Sud-Ouest), the PALÉE 2011-2014 maintains that the district's economic renewal will soon become a reality and that the transformation of urban wastelands and broken-down neighbourhoods in the borough over the next 10 years will be nothing short of spectacular. According to RESO, this renewal will be a real success if it helps to build a more just, green and liveable community. The PALÉE is the occasion to renew RESO's and its partners' commitment to bring to fruition the economic and social revitalization project undertaken in the Sud-Ouest over 25 years ago. The PALÉE is available on the RESO site at [www.resomtl.com](http://www.resomtl.com).

**ÉTS and RESO: a productive collaboration on every level**

When the École de technologie supérieure (ÉTS) invited the Regroupement économique et social du Sud-Ouest (RESO) to take part in the setting up of an innovation district around ÉTS – the Quartier de l'innovation –, RESO Director General Pierre Morrissette saw it as a perfect opportunity to boost the district's economic and social development: "This sector only a hop, skip and a jump from downtown has tremendous potential for companies in any of the advanced research fields studied at ÉTS. Within a radius of 1.5 km around the university, there's a whole urban ecosystem conducive to innovation that's about to be created over the next 10 years. Projects like the Lowney, District Griffin and the Bassins du Nouveau Havre offer private, affordable and community dwellings; local services; parks and public spaces; access to the canal, and more."

To help things along, RESO may be contributing its expertise in urban development, support for entrepreneurs and businesses, and assistance in preparing and training job-seekers. Among others, RESO is collaborating with ÉTS's technological entrepreneurship centre Centech in supporting technological business start-ups by ÉTS graduates. As part of an agreement with the developer Devimco, moreover, RESO is collaborating with new employers in the Griffin district to encourage them to hire members of the local unemployed workforce. "There is no doubt in my mind that the development of the Quartier de l'innovation will be beneficial for the entire population of the Sud-Ouest," said Morrissette.

ÉTS Director Yves Beauchamp also believes the Quartier de l'innovation will have an overwhelmingly positive impact on the Sud-Ouest, which already boasts the largest concentration of information technology workers in Canada: "At the turn of the 20th century, the industrial Sud-Ouest was an

important environment for Montréal's economic development. Today, it's ripe for development once again, but this time in the new technology sector, due in part to ÉTS."

### **Turcot Interchange: Good intentions aren't enough**

“We welcome the change in tone and openness shown by Minister Sam Hamad, who is opening the door to greater collaboration on the Turcot interchange reconstruction project between Québec’s Ministère des Transports (MTQ) and the communities affected. However, despite a few minor improvements and the addition of \$1.5 billion dollars, it’s clear that the department’s modified project is not in the interests of the Sud-Ouest community,” said RESO President Gilles Paquette.

“RESO shares the imperatives for public safety, transportation network reliability and the government’s budget capacity. However, we deplore the fact that the government is not seizing this opportunity to make a bold gesture on behalf of another vision of metropolitan transit, one more focused on collective transportation and on a more harmonious, more consensual approach to urban integration,” he added.

The Sud-Ouest community recognizes and accepts the fact that the Turcot interchange must pass through its territory. However, the people of the Sud-Ouest were hoping for a project whose primary objective was to reduce the risks and dangers it has subjected them to for over 40 years and to contribute to the revitalization efforts made over the past 25. “Everyone knows that it’s urgent to act, but we’re extremely shocked to see that in its proposed form, the new Turcot interchange threatens to have an even more damaging impact than it does in its present form,” said RESO Director General Pierre Morrissette.

The new version of the Turcot project does not meet any of the concerns or expectations expressed by RESO and over 80 percent of the individuals and organizations who voiced their opinions at the BAPE. The revised project proposes more automobile traffic—and therefore more potential damage to public health—, more covered surfaces and impassable obstacles for residents, more restrictions on the flow of freight transportation, and in the relatively short term, more congestion and time waste for people and businesses.

Like other stakeholders, RESO is wondering what has made the cost of the project soar from \$1.5 to \$3 billion with no significant improvements to its integration into the urban, economic and social fabric of the Sud-Ouest and Montréal. “It’s hard to believe that with an amount like that, they can’t conceive of a structure that offers a vision for the future of metropolitan transit, rather than reproduce a model that leads us right to catastrophe,” said Morrissette.

With some \$4 billion invested in transport in the territory—including a rail shuttle project between the airport and downtown costing some \$1 billion—isn’t there a better-integrated vision for moving people and freight? With this question in mind, RESO is offering its full collaboration to the MTQ and the City of Montréal.

RESO has agreed to take part in the public advisory committee set up by some 10 organizations associated with the Conseil régional de l’environnement de Montréal. By participating, RESO is hoping to collaborate in exchanges between civil society and the principal public stakeholders involved and, if necessary, share its expertise on issues directly affecting its territory. It’s also seeking to coordinate its activities with the Sud-Ouest Borough, which will have to bear much of the megasite’s negative consequences on its citizens’ quality of life and on its capacity to maintain high-quality local services for the population.

### **A free recruitment assistance service offered by your CDEC**

Ten community economic development corporations (CDECs) in Montréal, including RESO, joined forces last November to launch a free assisted placement service to facilitate employment insurance claimants in their job search, and companies in their staff recruitment.

The service responds quickly to the needs of employment insurance claimants by giving them the chance to meet with a job advisor who will help determine their professional profile and highlight their skills. At the same time, a business advisor will solicit employers to identify labour force needs and promote jobseekers.

The free service is seen as an effective response for employers who have labour force needs, but lack the time and resources to find the best candidates and track down the employee of their dreams. The personalized approach of RESO's assisted placement team matches company needs to those of a multitude of applicants on the lookout for jobs. Several employers are now actively participating in the program and benefiting from its candidate preselection service and personalized follow-up throughout the selection process—an inside contact that gives them the opportunity to find out about RESO's other services: management and financial advice, business location, training assistance in collaboration with Formaplus, and more.

For over 20 years, CDECs, in partnership with the government, have been meeting the workforce needs of Québec employers with a multitude of services, ones specially designed for established companies and start-ups alike.

### **The Carrefour jeunesse-emploi du Sud-Ouest celebrates its 10<sup>th</sup> anniversary!**

On April 20, 2011, the Carrefour jeunesse-emploi du Sud-Ouest de Montréal (CJESO) will celebrate its 10<sup>th</sup> anniversary. The CJESO was born of a consultation process undertaken in the wake of the November 10, 1997, Sud-Ouest Youth Forum. Two years after it took place, an assembly of partners—which included representatives from the community, institutions and business, as well as elected representatives—made public their *Stratégie locale pour les jeunes et l'emploi* (Local Strategy for Youth and Employment), which recommended creating a youth employment centre and entrusting it to RESO, borrowing the approach the latter has developed for its services to unemployed people in the Sud-Ouest. The CJESO opened its doors in January 2001 with the mandate of partially achieving the *Stratégie locale pour les jeunes et l'emploi*, which has been regularly updated since then. “With the addition of CJESO to RESO's services, we've made available a complete service offering for employment assistance, one that answers to an organization that's representative of the community,” said RESO Director General Pierre Morrissette.

“As well as offering coaching to young adults aged 16 to 35 who are in the process of returning to school or looking for work, the CJESO supports the multitude of projects its partners in the Sud-Ouest have developed. Our roots in the community, and the bonds we've forged with our partners in all our projects are, in my opinion, some of our greatest achievements,” said Christine Guay, director of this RESO service. The CJESO has reached and coached over 9000 participants since its creation and launched a number of activities, including *La tête de l'emploi*, a fun quiz that lets young adults discover new careers; a workshop for participants in Pro-vert's *Action Embellissement – canal de Lachine* project; an entrepreneurship workshop for the *Dest* project in Little Burgundy; a summer job fair that takes place every March; the Desjardins Youth Work Experience project, through which companies offer summer jobs to young people, and more.

On April 20 at 5 p.m., the CJESO is pulling out all the stops to celebrate its 10 years of existence, with a DJ, videos, live painting, a quiz, songs and slam contests. According to Guay, it's all in honour of CJESO's

partners: "It's our partners who helped us determine what kind of CJE we wanted 10 years ago. Today, we have a Sud-Ouest-styled CJE and we want to celebrate this amazing success with them."

### **Christine Guay named Sud-Ouest business personality in the Unio 2010 contest**

As part of the Unio 2010 contest, the Sud-Ouest Borough has designated Christine Guay its Borough business personality in the "recognition" category.

Director of the Carrefour jeunesse-emploi du Sud-Ouest de Montréal (CJESO), which she helped launch with community support 10 years ago, Christine Guay is recognized as a leader in the Sud-Ouest. As a hands-on manager, her great strength is working with every partner to make opportunities available to young people. The *Stratégie locale pour les jeunes et l'emploi* (Local Strategy for Young People and Jobs), youth service cooperatives, international cooperation projects, the challenge of youth entrepreneurship, internship programs, the summer job fair and assistance and coaching services are only a few of the dozens of projects and innovations Guay has brought in. The CJESO, which is a RESO service, is also an active partner in the stay-in-school program *D'école vers ton avenir* and works with employers to help young people explore the labour market and to carve out a place for the next generation in their companies.

On behalf of the young adults of the Sud-Ouest, the Borough sought to highlight Guay's exceptional commitment and recognize her vision, namely, that the development of individuals and a community are inseparable from each other. Guay has also taken on the challenge of sensitizing employers and the business community to the role they have to play in encouraging young people to stay in school and integrating them into socioeconomic life.

### **RESO adopts a responsible procurement policy**

"For a number of years now, we have been promoting sustainable development; it was therefore only logical that we would adopt a responsible procurement policy (RPP) as well. This policy is aimed at contributing, in some modest way, to reducing the negative impacts of our purchases on the environment and society, but most of all, to set an example of what a private, public or community organization can do to assume responsibility on issues of sustainable development," said RESO Director General Pierre Morrissette.

Launched February 17 by the Regroupement des Corporations de développement économique communautaire (CDEC) du Québec, the RPP is compatible with the approach of consensus building and partnership the CDECs have developed. It seeks to get local economic forces participating and involved, and make the CDECs and their members and partners sit up and take notice when implemented.

RESO will first apply the RPP to its everyday purchases and then gradually to all of its acquisitions. The RPP is based on the following principles:

- Choosing products and services that minimize exploitation and consumption of natural resources, avoid waste production and reduce risks of environmental contamination
- Maintaining quality standards from a good management perspective
- Seeing that the rights of workers who produce purchased goods are respected
- Choosing products and services that are apt to create and maintain high-quality jobs in the area
- Helping to sensitize and educate purchasers and suppliers on sustainable development.

“One of the main issues involved with adopting responsible purchasing practices is having local SMEs participate fully in offering responsible products and services. For this reason, the RPP that RESO has adopted is meant to be motivational rather than coercive. The next three years will be dedicated to setting up a constructive dialogue with our suppliers to encourage them to take sustainable development into account in their management processes and get them to come on board,” said Morrissette. The full text of the RPP is available at [www.resomtl.com](http://www.resomtl.com).

### **RESO and CJESO are moving!**

To facilitate access to their services, RESO and CJESO will be moving to a single building at 3181 Saint-Jacques St. W. as of April 1 for RESO and mid-May for CJESO. The new premises, which are directly across from the Lionel-Groulx Metro, will be as accessible as they are welcoming.

### **Marc Beausoleil, new director of RESO Business Services**

RESO's new Director of Business Services, Marc Beausoleil, has extensive experience in local and regional development, which he acquired over the course of a number of different jobs, notably as director of entrepreneurial development and as a social economy commissioner at the CLD Les Maskoutains in Saint-Hyacinthe.

It was RESO's global approach that attracted the attention of this trained architect, who has a master's degree in land development and regional economic development from the Université Laval. “Consensus-building might take longer, but it gives lasting results,” he said. As examples, he cited the consensus-building projects he has taken part in, from the Rural Pact, to the launch of a hiring firm, to a committee in charge of revitalizing a commercial artery.

His experience leaves him fully prepared to take on the challenge of heading Business Services, which assists social economy enterprises—including hiring firms—and private companies alike.

### **RESO signs on for the Montréal Community Sustainable Development Plan**

The City of Montréal tabled its Montreal Community Sustainable Development Plan 2010-2015 last October. It gives organizations the chance to participate as partners in implementing certain of the plan's actions. With a simple form, it lays out guidelines on actions they can take, from managing waste materials and greenhouse gas emissions, to sensitizing their employees, suppliers and various clientele. Over 100 organizations have already signed on, including RESO. To become a partner, simply visit [www.ville.montreal.qc.ca/sustainabledevelopment](http://www.ville.montreal.qc.ca/sustainabledevelopment) and click on the "Becoming a partner" rectangle on the right of the page.

*Cuisine-Atout and Formétal make the pages of La Presse!*

***Reporter Marc Tison from La Presse sang the praises of two Sud-Ouest social reinsertion companies, Cuisine-Atout, with La soupe à l'alphabet (Alphabet Soup), and Formétal, in Alliage d'acier et d'amour (An Alloy of Steel and Love). The two articles, which appeared December 28, 2010, highlighted the work of the two social economy enterprises and celebrated the professionalism and dedication of their staff and directors: Guy Thibault of Cuisine-Atout and Jean LeChasseur of Formétal. Hats off to all the companies' craftspeople.***

