

RESO INFO

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My project, my district, my CDEC!

“Major changes in business support are ahead in Montreal and Quebec. We still don’t know how it’s going to be reorganized, but one thing is for sure, the budget for supporting local economic development and business assistance will be reduced by 55%,” explained RESO director general Pierre Morrissette.

The blow was dealt last November 5 with the transitional fiscal pact concluded by the Quebec government and the Union of Quebec Municipalities (UMQ), which gives municipalities the choice to maintain their CLDs or not. The municipal administration of Montreal is looking to reduce the number of community economic development corporations (CDECs) and local development centres (CLDs) from 18 to 6. What will this mean in concrete terms and what will RESO’s role be? At the time these lines are being written, no decision has yet been handed down.

“Discussions are still underway. RESO and the CDECs are doing everything they can to keep their integrity,” added Morrissette. Among other things, RESO and the other CDECs have been collecting numerous letters of support from businesses and their partners over the last few weeks.

“RESO’s value-added is its support for starting and growing businesses, which represents 80% of its work, while financial support represents 20%,” Morrissette said. The impact of Montreal’s CDECs and CLDs on entrepreneurship is substantial: businesses they have funded and supported have a survival rate of 85% after five years, compared to 35% for companies that did not receive CDEC or CLD support—this according to data from the Ministry of the Economy, Innovation and Exports (MEIE) itself.

It’s worth mentioning that last year Montreal CDECs and CLDs provided technical support to 5659 start-up or active businesses and invested over \$12.5 million. These investments generated spinoffs of over \$50.6 million in economic development in Montreal and created or maintained 15,913 jobs. CDEC professionals combine flexibility, ability to adapt, innovation and efficiency in meeting these businesses’ needs.

Offering local services accessible to all entrepreneurs regardless of origin, age, sex or industry, CDECs give every Montrealer the possibility to succeed in business. “The CDECs were not created by a government program. They were born 30 years ago from a commitment by the economic and social forces in their respective communities—the business, union, community, citizen, institutional and cultural forces—to take development into their own hands,” said Morrissette.

Residing, Working and Living in the Sud-Ouest

A participatory assembly on the Sud-Ouest’s development

“Tonight’s assembly is just one of the things being done to prepare the Local Action Plan for the Economy and Employment (LAPEE), which is the workforce and economic development plan for the entire Sud-Ouest community. It’s an opportunity for you to have a say in the future development of your neighbourhoods, so that they become complete communities, places where you can find everything that contributes to quality of life and where development benefits everybody: good homes, good jobs, high-quality public services and shops, schools, parks and a diversified cultural offering,” said RESO chairman Pierre Gauthier at RESO’s annual assembly last September 24.

Some 125 people attended the assembly, themed **Residing, Working and Living in the Sud-Ouest**. After hearing testimonies, delegates discussed a range of topics in workshops: Local hiring, companies’ workforce needs, access to training, improved business services, the Sud-Ouest’s brand image and recognition of the Sud-Ouest as a cultural district. “Three values— inclusion, cohesion and solidarity—have emerged from the actions you’ve proposed this evening,” said Gauthier in conclusion.

Also presented was an assessment of RESO’s work in 2013-2014, and the outlook for the year just started. The activities report is available at www.resomtl.com under the publications tab.

RESO’s annual assembly was made possible by the following sponsors, among others: APSV, comptables professionnels agréés, and the École de technologie supérieure (ÉTS), platinum partners, and Sylvestre Fafard Painchaud avocats, Quorum, the Sud-Ouest borough, Groupe Paradoxe and the Agence métropolitaine de transport (AMT), gold partners.

The recognition awards turn 10!

For the 10th consecutive year, RESO handed out recognition awards celebrating the efforts and perseverance of people who have taken the initiative to return to work or to school. The awards, announced at RESO’s September 24 assembly, were made possible through the generosity of the following donors: the Canada Lands Company (CLC); the Fédération des travailleurs et travailleuses du Québec (FTQ); the Confédération des syndicats nationaux (CSN); the Caisses Desjardins Allard-Saint-Paul, Atwater-Centre, Saint-Henri and Ville-Émard; RBC Royal

Bank; Centre Saint-Paul; Centre-Ville Volkswagen; Centech; Sylvestre Fafard Painchaud avocats; the Sud-Ouest borough; Saint-Henri-Sainte-Anne MNA Marguerite Blais; Fondation CSN; Cuisine-Atout; Formétal; Groupe Paradoxe; Cossette Dolan avocats and the Chambre de commerce et d'industrie du Sud-Ouest de Montréal (CCISOM).

Mon CJE, j'y tiens!

The *Mon CJE, j'y tiens!* campaign launched by a number of Carrefours jeunesse-emploi (CJE) is rallying the community in a fight against the austerity measures imposed on Quebec CJE. According to the Réseau des Carrefours jeunesse-emploi du Québec (RCJEQ), the government is requiring CJE to adopt an administrative model in which Emploi-Québec will control referral of young people, eliminating the CJE's autonomy of action. Major impacts will be felt by young people who are not welfare recipients and are neither students, employees or interns. Furthermore, the imposition of a type of clientele selected by the Ministry of Employment and Social Solidarity will diminish the universality of the clientele, going against the CJE's philosophy to take all Quebec young people, regardless of their socioeconomic status.

According to CJESO director Éric Lefebvre, the changes planned by the government can only be harmful: "Since it was created, the CJESO has been taking all young people aged 16 to 35, with no exceptions and no exclusion. The government's reforms, which will determine with whom and how we have to work, will box us in. As well as excluding a portion of the young population of the district, these changes will limit the CJESO's ability to root itself in its community and adapt to the local situation."

To counter these measures, which will restrict the CJE's room to manoeuvre considerably, the *Mon CJE, j'y tiens!* campaign encourages all those who want to support it to promote the campaign on the social networks, by liking it, sharing the *Mon CJE, j'y tiens!* Facebook page and wearing the yellow *rond jeune* circle created by the RCJEQ, which symbolizes the desire to not exclude any young person in Quebec from the CJE.

The *rond jeune* was prominent in the room at RESO headquarters where the CJESO partners assembly took place last November 13, under the theme "Remaining committed in difficult times." The event, intended as a kind of energy boost for these times of austerity, featured a conference by psychoeducator, intervention coach and mentor René Roy. Sharing anecdotes full of humour and wisdom from his past as a job counsellor, Roy passed on his contagious optimism to the 50 or so partners, delegates and employees present. Adding further proof, a testimonial by a participant who had greatly benefitted from her CJESO advisor's support also demonstrated the importance of the CJE in its present form. **For more information on the *Mon CJE, j'y tiens!* campaign: www.facebook.com/moncjejytiens.**

The Griffin Camp technology business accelerator has arrived!

Last November 3 marked the official launch of Griffin Camp, the Sud-Ouest technology business accelerator, which was attended by Saul Polo, parliamentary assistant to the Minister of the Economy, Innovation and Exports (exports) and RESO chairman Pierre Gauthier.

Griffin Camp accelerates the development of promising technology companies by not only offering them affordable workplaces in the heart of the Innovation District, but a place for sharing and pooling expertise and resources. Griffin Camp was the initiative of a handful of experienced entrepreneurs, including Paul Blanchard, Stéphane Rainville and Yacine Amrani, who in past years have organized meetings so that technology company leaders can meet face to face and advise new entrepreneurs looking to set up shop in the Sud-Ouest.

From the start, they have been able to count on the support of RESO, which saw in Griffin Camp a unique tool for assisting businesses in the new economy. Pierre Gauthier pointed out that Griffin Camp provided an answer to the oft-voiced concern by entrepreneurs that young companies had a tough time finding affordable premises in the Innovation District, or points for meeting and exchange.

“The Sud-Ouest technology business accelerator is a brand new response to the pressing needs now being expressed by the entrepreneurs in the district. This new tool integrates beautifully into the ecosystem of the Innovation District and provides a fresh new answer to the issue of eroding employment zones, particularly in the Griffintown district. So our financial input in the cofounding of Griffin Camp, in terms of time and energy, was provided wholeheartedly,” said Gauthier.

Employment zones in Montreal: a driving force for complete communities and jobs

Last November 25, over 275 representatives from business, real estate development, the central labour unions and community organizations offered up an action plan to preserve and promote employment zones in Montreal’s districts. They also recommended considering the districts as cornerstones of Montreal’s economic development and entrusting Montreal’s CDECs, RESO among them, with a mandate to develop the employment zones now present in many districts.

The proposals were heard at a seminar called *Les zones d’emploi, moteur du développement de Montréal et de ses quartiers* (Employment zones, a driving force for the development of Montreal and its districts) organized by the Montreal CDEC network, with the collaboration of the ESG UQAM Ivanhoé Cambridge Real Estate Chair.

The seminar, inspired by a commitment made at the Je vois Montréal event, ended with the adoption of a number of proposals calling, most notably, for the status of employment zones in the City of Montreal by-laws to be reinforced so that the zones could be modernized, made more dense and developed along more innovative lines.

According to conference delegates, a land bank should be constituted from the employment zones that have already been identified in Montreal, and the CDECs should be entrusted with the mandate to develop them, using all the necessary human and financial resources. As far as urban planning is concerned, they have asked that a by-law be established to take mitigation measures into account, such as creating buffer zones or visual screens when employment zones are sources of nuisance and adjacent to residential zones or shared equipment.

Delegates also recommended that the Montreal CDEC network be called upon to ensure that CEFRIO and other agencies from the educational and vocational training community were on board to support businesses in developing a plan for implementing and adopting digital technology.

Je vois Montréal

CDECs play an active role

As a member of the organizing committee of Je vois Montréal, which took place last November 17, the community economic development corporations (CDECs) demonstrated the indispensable role they play in developing Montreal districts. The Montreal CDEC network has been instrumental, for instance, in creating the *Zone laboratoire*, using the talent and expertise of CDEC management advisors and development agents to help the leaders of unselected projects tweak them to the point that they can be realized.

“The *Zone laboratoire* offered project developers a series of ‘stations,’ like the *Intelligent Networking* station or the *Accelerate Your Project* station, where, in an environment conducive to creativity and collaboration, they were able to interact with CDEC resource people and other experienced project leaders and make the new contacts that would strengthen their initiatives,” explained RESO director general Pierre Morrissette, who represented the CDECs on the organizing committee.

As project incubators, CDECs have acted as developers or partners in a number of projects submitted to Je vois Montréal. Among the projects they have developed—and which were all selected—were the following: *Les zones d’emploi : moteur du développement de Montréal et de ses quartiers* (Employment zones, a driving force for the development of Montreal and its districts), the *Centre d’innovation et d’entrepreneuriat – CIE*, the *Rendez-vous de l’École des parents* and the *Carrefour de la création*. They have also been partners, collectively or individually, in over 20 projects aimed at contributing to the development of Montreal districts.

As well as obtaining direct support for Montreal companies, the CDECs showed last November 17 that they act as a crossroads of expertise and innovation in developing projects that relate to their mandates: supporting private and collective entrepreneurship, supporting human resources development and providing leadership and consultation on urban planning issues in their districts.

Journées de la culture entrepreneuriale du Sud-Ouest **Entrepreneurs share their experiences**

Last November 20, as part of the Journées de la culture entrepreneuriale du Sud-Ouest, RESO awarded recognition certificates to a dozen entrepreneurs participating in the Sud-Ouest's development.

One by one, the entrepreneurs testified, eloquently and movingly, on the quality of support they had received from RESO. Many affirmed that this support enabled them to better wade through the complexities of creating a business and get through their first year, a crucial time in the life of a young business. Some also emphasized that RESO's financial support was invaluable in generating other sources of funding for their businesses.

Certificates were awarded to the following entrepreneurs:

- Philippe Le Roux of **Certimail** (www.certimail.ca)
- Marc Blanchard of **Common Knowledge Software** (www.commonknowledgesoftware.com).
- Soufiane Zerouale of **Idénergie** (www.idenergie.ca/fr)
- Abisara Machold of **Inhairitance** (www.inhairitance.ca)
- François Tremblay of **Laboratoire Ledma** (www.ledmalab.com)
- Marcos Carvalho of **Navut Inc.** (www.navut.com)
- Denis Akzam of **Système P4BUS Inc.**
- Guillermo De Jesus of **Clima Solutions** (www.climasolutions.ca)
- Kevin Pillu of **Sportera** (www.sport-era.com)
- Marc-André Labarre of **Vesta services domiciliaires Inc.** (www.vestaexpert.com)
- Simon Tremblay of **Zandel Media Inc.** (www.zandelmedia.com)

The Journées kicked off on November 19 under the theme **De Bamako à Montréal**. Seydou Boukadary Coulibaly, a social worker with the Réseau national d'appui à la promotion de l'économie sociale et solidaire (National Support Network Promoting Social and Solidarity Economy), or RENAPESS, in Bamako, spoke on the growth of the social economy in Mali, while Béatrice Alain, a project manager at the Chantier de l'économie sociale, made a presentation entitled *L'économie sociale, instrument de développement collectif déployé à l'échelle planétaire* (The social economy, an instrument of collective development implemented on a planetary scale).

The Journées continued on November 20 with **Glambition**, a series of interactive workshops and fun activities designed to initiate high school girls to female entrepreneurship. The activity was organized by the Carrefours jeunesse-emploi of the Sud-Ouest, Verdun, Notre-Dame-De-Grâce, Ahuntsic-Bordeaux-Cartierville, Marquette/Lasalle, Viger Jeanne-Mance and Anjou Saint-Justin districts; the Table des Carrefours jeunesse-emploi de l'Île-de-Montréal and COOPSCO. Some 130 young women attended the event, which was held at the CRCS St-Zotique.

In brief

Meeting with employers a great success

A meeting with employers from the retail sector organized by RESO attracted nearly 30 people last November 19. Bernard Sylvestre, manager of the Loblaws on Saint-Jacques Street, spoke on the company philosophy as well as its hiring process and criteria, the candidate profile sought and the positions available. Carine Minga Bahota, a RESO employment counsellor in the assisted job placement project, described the hiring processes in the following companies: Bureau en gros, Dollarama, Jean Coutu, Home Depot and Canadian Tire. Costco graciously provided the breakfast. RESO intends to hold other meetings of the same kind for other sectors: insurance, customer service, etc.

Projet FIT

Helping businesses with workforce recruitment

To help businesses in their workforce recruiting and training efforts, RESO has joined the FIT (*Formation-Intégration-Travail*, or Training-Integration-Work) project, an initiative of the Réseau des services spécialisés de main-d'œuvre (RSSMO) financed by the [Fonds de développement et de reconnaissance des compétences de la main d'œuvre](#) (FDRCMO).

With this innovative project, RESO will assist businesses seeking a qualified workforce in the recruiting and lasting integration into work of 100 people. On the one hand, participating companies will receive support for taking on and integrating their new personnel from an employment counsellor, who will follow them throughout the entire program. On the other hand, the new employees from Projet FIT will receive work-based training along with their on-the-job apprenticeships, and personalized coaching by an employment counsellor. The result? Faster and more pleasant integration for the employee, and much more satisfying returns for the employer. Another attractive factor for employers: approximately 62% of the salary of the new employees recruited by RESO will be funded by the [Commission des partenaires du marché du travail](#) (CPMT).