

May 27, 2009

**Proposal concerning the organization of the
Salon de l'innovation rurale
Tuesday, October 13, 2009, from 1 p.m. to 6 p.m.**

The rationale for the Salon de l'innovation rurale

The Salon de l'innovation rurale seeks to showcase the approaches and initiatives that characterize Québec's rural policy and provide a glimpse of successful initiatives in the other Canadian provinces. It is intended to lead up to the discussions to be held during the OECD conference and to enable the participants to establish points of comparison with what is happening in their respective countries.

Objectives of the Salon

The Salon is designed to:

- present Québec's approach to rural development by means of a review of the measures implemented;
- inform the participants in the OECD conference of the range of innovative initiatives and projects stemming from Québec's *National Policy on Rurality* and certain initiatives undertaken in the Canadian provinces;
- facilitate meetings and exchanges with key interveners responsible for rural innovation, i.e. project promoters, local elected representatives, development officers, researchers and government representatives.

The organization of the Salon

The Salon offers a twofold perspective on Québec's experience, through 20 or so booths presenting projects and initiatives supported by the *National Policy on Rurality* and by means of theoretical and practical presentations on the measures advocated to support the development of rural communities in Québec. It also focuses on initiatives from several Canadian provinces.

Booths that present initiatives and projects

The participants will have access to information booths devoted to different types of innovative projects associated with the *National Policy on Rurality*.

Institutional booths:

- Ministère des Affaires municipales, des Régions et de l'Occupation du territoire: information on the *National Policy on Rurality* and the attendant measures and the *Government Action Plan for Devitalized Municipalities*.
- Solidarité rurale du Québec: the Québec government's advisory body in the realm of rurality: information on its organization and achievements and on the Comité des partenaires de la ruralité. Representatives from the Fédération québécoise des municipalités, the Union des municipalités du Québec and the Association des centres locaux de développement du Québec will be present.
- The federal government: the Rural Secretariat.

Experience drawn from the rural pacts:

- Four regional county municipalities (RCMs) will present their rural development model stemming from the partnership agreement signed with the Québec government (rural pact) and the results obtained since the rural pacts were introduced seven years ago.

Rural development officers

- Three rural development officers will staff this booth and will present their roles and responsibilities from the standpoint of local rural development strategies: coordination, information, awareness-building, guidance, advice, management, knowledge development, and so on.

Rural laboratories

- **Portes ouvertes sur le Lac:** the reception, settlement and integration of immigrants in 37 rural municipalities in the Lac-Saint-Jean region.
- **Marketing of non-timber forest products:** Coopérative forestière de Girardville. Development of non-timber forest products through the development of added-value products and the organization, harvesting and marketing of these products that are prized in the food and health sectors.
- **Guidance and diversification concerning the agricultural potential for large-scale organic crops in the Hautes-Laurentides region:** technical and scientific support for the development of an organic products industry to revitalize agriculture in the MRC Antoine-Labelle.
- **Renewal of traditional Atikamekw know-how:** Conseil de la Nation Atikamekw: Promotion and renewal of products stemming from traditional know-how, based on collective entrepreneurship.
- **Innovative entrepreneurs' cooperative:** establishment of a collective entrepreneurship body (salaried employees) in rural areas centred on new technologies, services for businesses and individuals, multimedia and the arts; experimenting with different wage formulas to provide greater security in respect of the entrepreneurial process for the self-employed.
- **Contact: sustainable development laboratory:** an economic, social and environmental approach put into practice by an action research committee, a rural village of the future and a forest biomass development centre in Saint-Elzéar, in Gaspésie.
- **From the land to the table:** foster the development of organic or specialized production in the MRC de Coaticook and in the Estrie region through the establishment of a virtual market intended to supply the hotel, restaurant and institutional (HRI) sector.
- **La Grappe agroénergétique des Coteaux:** grow willows as an energy crop, i.e. up to 20 000 ha in seven years on intramunicipal public lands and on forestry land or marginal farmland. Revitalize the local economy by providing biomass for three projects, i.e. chips, granules and cellulosic ethanol.

Speciality products

- This booth will assemble five or six specialty products from rural communities stemming from the biofood crop, non-timber forest products and culture and heritage sectors.

Working groups: Six booths will present the findings of the deliberations of working groups set up in the wake of the *National Policy on Rurality* to explore new approaches to rural development with a view to supporting the efforts of rural communities to achieve socioeconomic revitalization and diversification:

- connected rural communities;
- rural communities as energy producers;
- multifunctionality in rural areas;
- devitalized municipalities;
- complementarity between rural and urban areas;
- marketing of specialty products: Québec emporiums.

Research devoted to new development potential

- The development of non-timber forest products: Biopterre.
- An inventory of intangible heritage and the development of cultural knowledge and know-how: Inventaire des ressources ethnologiques du patrimoine immatériel (IREPI).
- The profile of rural Québec: Centre de recherche sur le développement territorial (CRDT).

Canadian and other provincial initiatives (to be confirmed)

- **Maison familiale rurale:** a unique form of education in Canada that combines the training of young people and local development.
- **Place aux jeunes:** counter the regional exodus of young Quebecers by facilitating their return and occupational and social integration into their region of origin.
- **Canadian Model Forest Network:** a network comprising 14 model forest sites spread across Canada. Each site assembles locally numerous partners who work together to advance the sustainable development of the site.
- **Manitoba Food Charter:** educate Manitobans about food security and the viability of Manitoba's food system.
- **Action Humboldt:** a local community movement involving over 30 volunteers who have established partnerships with all local community and commercial groups. These partners work together to elaborate a community economic development plan that is both flexible and practical.
- **Fraser Basin Council:** ensure that the decisions that we make today will protect and advance the socioeconomic and environmental interests of the Fraser Basin.

Talks

At the same time as the booths are open, talks will be given in the same room between 1 p.m. and 5 p.m. on October 13, i.e. two presentations each hour. It should be noted that all of the presentations will be in PowerPoint form and projected both in French and in English. A five-minute discussion period will follow the presentations.

- 1 p.m.: Presentation on the *National Policy on Rurality*: historic overview, philosophy, policy directions and objectives, budgetary measures and results obtained.
 - 2 p.m.: Presentation on and explanation of the rural pacts measure: initial objectives, results obtained and presentation of two examples of rural pacts.
 - 2:30 p.m.: Presentation on and explanation of the rural laboratories: objectives, parameters, results obtained and presentation of two concrete cases of active laboratories.
 - 3 p.m.: Presentation on and explanation of the measure respecting speciality products: objectives pursued, parameters of the measure and results obtained; presentation of three specific cases of speciality products in the realm of crops, forestry and the biofood sector.
 - 3:30 p.m. to 4:30 p.m.:
Presentation of the deliberations under way of six working groups set up in the wake of the *National Policy on Rurality* devoted to Internet service, multifunctionality in rural areas, energy production, the marketing of specialty products, complementarity between rural and urban areas, and devitalized communities.
 - 4:30 p.m.: Presentation of initiatives undertaken by other Canadian provinces (Rural Secretariat).
 - 5 p.m.: Presentation of initiatives undertaken by other Canadian provinces (Rural Secretariat).
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