



Strategic Plan – Vision Pontiac 2020

April 2009

Strategic Plan: Vision 2020 and sustainable development


CONTEXT:

The Pontiac MRC and the Pontiac CLD, in partnership with the Pontiac CFDC, the Ministry of Economic Development, Innovation and Export of Québec (MDEIE) and Canada Economic Development (CED), started a strategic planning process to redefine the socioeconomic future of our communities.

This approach must be visionary, integrated and participative. The MRC elected officials wish to present a transparent and democratic process to the public

SUSTAINABLE DEVELOPMENT:



A Strategic Plan (Vision Pontiac 2020) was prepared and after analysis, was considered as being sharply directed to be FAIR (economic and social values); actions with ENVIRONMENTAL value were missing.

After every project, which you will find in the following pages, in brackets, you will find the result of the analysis made with a grid on sustainable development. Under some projects, you will find propositions made by the “sustainable development committee” to add environmental actions to the Strategic Plan (represented by this logo ) , so that this one became sustainable.

Thus, the presented Strategic Plan, with these five sectors (**tourism, agriculture/food industry, forests/natural environment, culture/community and commerce/industry**), wants to be visionary, integrated, participative and sustainable.

Land of Welcome: Tourism


Target 1: To improve and to consolidate the basic services (accommodation/restoration)

- Project A : Create a diversified network in the accommodation industry **(ECONOMIC)**
 : **Create a “label” or an ecological network (respecting environmental standards)**
- Project B : Improve the quality of the service through a system of classification (stars) **(ECONOMIC)**
- Project C : Organize training sessions (customer service, continuous training program) **(FAIR)**
 : **Have training sessions on the theme of ecology/environment**

Target 2: To strengthen our assets through project support

- Project A : Promote and formalize the Voyageurs’ Tourist Road **(SD¹)**
- Project B : Feature rivers and sceneries’ potential **(SD)**
- Project C : Support the tourism association - TPT **(FAIR)**

Target 3: To develop entrepreneurship and promotion

- Project A : Offer marketing support to tourism businesses **(FAIR)**
- Project B : Promote the Pontiac with regional packages **(ECONOMIC)**
 : **Create “responsible packages” in “recreative tourism”**
- Project C : Create a Tourism Policy for the Pontiac **(SD)**

¹ SD = Sustainable Development

Land of Plenty: Agriculture and Food industry

Target 1: To support the 2nd and 3rd transformation

- Project A : Realize the project of the Outaouais Valleys Fine Meats Cooperative (**ECONOMIC**)

 : **Underline the fact that the crossed distances will be decreased, thus that there will be decrease of pollution linked with the transport**

 : **Potentially, label the “sustainable” products**

- Project B : Substantiate the Commercial kitchen project (CUMA) (**FAIR**)

 : **Potentially, label and make the promotion of “sustainable” products**

- Project C : Support the Buy Local campaign (**SD**)

Target 2: To encourage the diversification economic activities

- Project A : Diversify the traditional agriculture (**VIABLE**)
- Project B : Make the agricultural inventory potential (characterization of soils) (**VIABLE**)
- Project C : Incite the new value-added cultures and technologies (**VIABLE**)

Target 3: To encourage the “take over”

- Project A : Facilitate the transfers of farms (**FAIR**)
- Project B : Facilitate the access to financing (**FAIR**)
- Project C : Organize trainings (**FAIR**)

 : **Have training sessions on the theme of ecology/environment**

Land of Resources: Forests and Natural environment

Target 1: To improve the competitiveness of the manufacturing industry

- Project A : Consolidate and integrate the primary transformation factories **(FAIR)**
- Project B : Consolidate and facilitate the 2nd and 3rd transformation projects **(FAIR)**

 **Support and encourage the projects with environmental values**

- Project C : Develop new methods of forest management (unique representative) **(SD)**
- Project D : Maintain and improve the contribution of the private forest **(FAIR)**

Target 2: To encourage the diversification economic activities

- Project A : Develop the bioeconomy sector **(SD)**
- Project B : Implement forest certification systems **(SD)**
- Project C : Develop an integrated management resources **(SD)**

Target 3: To innovate, educate and make sensitive

- Project A : Develop strategies of development adapted to forests **(VIABLE)**
- Project B : Create a center of expertise in an innovative crenel **(FAIR)**

 **Connect this innovative crenel with the subject of ecology/environment**

- Project C : Develop educational projects and encourage the “take over” **(FAIR)**

Target 4: To protect natural areas

- Project A : Protect and emphasize water resources **(SD)**
- Project B : Manage and value residual waste **(SD)**
- Project C : Encourage the projects for alternative energies **(SD)**
- Project D : Organize a once per year thematic eco-citizen day **(LIVABLE)**

Land of People: Culture and Community

Target 1: To consolidate and develop the heritage/local culture

- Project A : Consolidate and improve cultural activities **(FAIR)**
- Project B : Protect and emphasize the built heritage **(SD)**
- Project C : Promote the cultural tourism **(SD)**

Target 2: To encourage the processes of revitalization connected with the demographic challenge

- Project A : Facilitate the reconversion of the vacant spaces to meet the needs of the population (promoter's shop window) **(SD)**
- Project B : Encourage the initiatives of revitalization in the centre of towns **(SD)**
- Project C : Support any Family Policy and Migration **(FAIR)**

Target 3: To consolidate and improve the community services and leisure activities

- Project A : Improve the accessibility to the financing and the self-financing of non profit organizations **(FAIR)**
- Project B : Promote the available services **(SOCIAL)**
- Project C : Consolidate these services by pooling resources **(FAIR)**

Land of Commerce: Trade and Industry

Target 1: To encourage the local entrepreneurship and the entrepreneurship culture

- Project A : Promote available services (“one stop shop”) and circulate the information **(FAIR)**
- Project B : Coordinate a training program for businesses **(FAIR)**

 **: Add the subject of ecology/environment on this training program**

- Project C : Set up a “business incubator” **(FAIR)**

Target 2 : To attract investors

- Project A : Develop and promote sites of setting-up (industrial park/zone) **(ECONOMIC)**

 **: Make sure that these sites are “ecologically responsible”**

- Project B : Have and promote a set of incentives **(ECONOMIC)**
- Project C : Develop and implant mechanisms to promote the development of businesses **(ECONOMIC)**

Target 3 : To be « proactive »

- Project A : Encourage the local purchase and the distribution of local products **(FAIR)**

 **: Promote the environmental side of this action by a leaflet of information**

- Project B : Implant a business monitoring program **(ECONOMIC)**

 **: Add the thematic of ecology/environment to this “monitoring program”**

- Project C : Encourage the networking and the partnership between entrepreneurs (in particular the Chamber of Commerce) **(FAIR)**
- Project D : Inform and educate the youth in entrepreneurship **(FAIR)**