

Linking Communities

The Ottawa Community Economic Development Network Newsletter
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INSIDE

IT'S NOT BUSINESS AS USUAL.....	1
NATIONAL CED CONFERENCE 2004: EXCHANGE OF IDEAS, AND ENERGY.....	2
LOCAL CED REPRESENTATIVE ELECTED TO NATIONAL CED NETWORK.....	2
BELL CANADA PLEDGES SUPPORT FOR CED.....	3
J.W. MCCONNELL FAMILY FOUNDATION HONOURED AS "COMMUNITY LEADER OF THE YEAR".....	3
CED IN ACTION:.....	4
EXPLORING COMMON GROUND....	5
MAGAZINE REVIEW.....	5
NATIONAL FAIR TRADE WEEKS 2004 IN OTTAWA: SOMETHING FOR EVERYONE!.....	6
WEB MESSAGE BOARD ACTS LIKE A FREE GARAGE SALE.....	6
CREATIVE COMMUNITY BUILDING: THE T-MO-BEETLE.....	7
ABOUT THE OTTAWA CED NETWORK.....	7
CALENDAR OF EVENTS.....	8

IT'S NOT BUSINESS AS USUAL

The ABCD Conference highlighted community initiatives, networking and community capacity building

The Asset-Based Community Development (ABCD) conference "**Its not business as usual**" involved over 190 participants in a number of activities. The conference lived up to its title, It's not business as usual, by exploring innovative ways for community members, community organizations and corporate citizens to work together to create a better quality of life in Ottawa. The main goal of the conference was to enhance the capacity of ABCD in Ottawa by finding common themes and interests among ABCD and CED practitioners and a broad range of professionals, including representatives from the business community. Workshop discussions revolved around approaches to community engagement that included Asset-Based Community Development (ABCD) and Community Economic Development (CED). Presenters and participants discussed local examples of ABCD and CED and discussed ways to strengthen existing projects and opportunities to create new projects.

Peer-to-peer learning through the Ottawa CED Network is a great way to share ideas, experiences and successes.

ABCD Conference Highlights:

- Many workshop topics focused on skills acquisition - social marketing, double bottom line accounting, asset mapping and CED
- The breakfast panel presentation on Corporate Social Responsibility and Trade-Expo with 20 exhibitors acted as a marketing forum and introduced members of the Ottawa business community and others to ABCD and CED
- The Honorable Claudette Bradshaw, Minister of Labour gave a very passionate speech encouraging people to work together to find solutions to homelessness and poverty

Paul Born, President, Tamarack - An Institute for Community Engagement provided excellent guidance and input throughout the day. His presentations emphasized the importance of innovation and encouraged members of the private sector, public sector and social service sector to think of new ways of doing things.

Conference presentations, handouts and proceedings are available online at: www.ced-dec-ott.net A survey about the ABCD conference will be circulated via email. Your feedback and comments are very welcome!

Stay tuned to this newsletter and the Network website for more details about upcoming activities. ♦

— Contributed by Lisa Jayne,
Coordinator, Ottawa CED Network



Subscribe to *Linking Communities!* Send an email to cednet@spcottawa.on.ca with "subscribe CED newsletter" in the subject line. For more information about the Ottawa CED Network, Power Lunches, and other upcoming events, contact Lisa Jayne, Ottawa CED Network Coordinator: 613.236.9300 x.304, or: cednet@spcottawa.on.ca. Or, keep up-to-date with the Network's website at www.ced-dec-ott.net

NATIONAL CED CONFERENCE 2004: EXCHANGE OF IDEAS, AND ENERGY

*Peers in CED and the Social Economy
define common goals¹*

The 2004 National CED Conference "**Communities Creating the World We Want**" brought together 570 participants from every corner of the country for dozens of workshops, plenary sessions, keynote addresses and site visits. Hosted in Trois Rivières, the conference included fabulous social evenings with poetry, bongo drums, folk music and great food - a sure-fire recipe to get people talking, mixing and mingling. "It is only through constant dialogue between the government and the community that social policies become more effective" states Nancy Neamtam, President of Chantier de l'économie sociale, one of the sponsors of the conference. Nancy Neamtam, Éleni Bakopanos, Parliament Secretary in charge of Social Economy for the Federal government and Mike Lewis of the Canadian CED Network addressed conference participants on Thursday May 20th. Existing initiatives in social economy and CED demonstrate that an inclusive approach to development directly impacts community members. Conference participants came away from the conference with renewed resolve to work together to develop CED and the social economy as a major player on the social, economic and political stage. This will mean maintaining open communication with local communities, women, First Nations peoples, Quebec, university, public and private sectors to seek alternatives in community economic development.

International representatives at the conference emphasized the importance of working globally. "The stakes of these conferences, of these gatherings, must not

remain local, but reach an international level", said Abdou Salam Fall of the International Network for the Promotion of Social Solidarity Economy in Senegal. Salam Fall invited participants to Dakar for the Third International Meeting on Globalization and Solidarity which will be held in November, 2005. Closer to home, the next national network meeting will be held next year in Sault-Ste- Marie, Ontario.

◆ - *Contributed by Lisa Jayne,
Coordinator, Ottawa CED Network*

LOCAL CED REPRESENTATIVE ELECTED TO NATIONAL CED NETWORK

Ethel Côté, elected to CCEDNet Board²

Ethel Côté, a member of the Ottawa CED Network's steering committee has been elected to the Board of the *Canadian CED Network* (CCEDNet.) Ethel is a consultant with *l'Art du développement* and has worked on many CED projects in the Ottawa area. As a CCEDNet Board member, she will make decisions that will shape the future of CED in Canada. Ethel has 20 years of experience working within the economic, social, cooperative and cultural sectors of community development practice. She has worked with various interest groups, such as youth, women, people from various cultures, agricultural producers etc.

We are confident that Ms.Côté and her fellow Board administrators Cathy Harrington, President, and Larry Casper will provide a strong leadership base for CCEDNet and its members. Larry Casper is the President of Futures Development Corporation of the Central Interior First Nation. Based in Kamloops, B.C., he brings a great sense of humour and an indigenous perspective to his work.

◆ - *Contributed by Lisa Jayne,
Coordinator, Ottawa CED Network*

What is Asset Based Community Development (ABCD)?

"Instead of focusing on a community's needs, deficiencies and problems, asset-based community development helps people become stronger and more self-reliant by discovering, mapping and mobilizing all their local assets."

- Learn more from:
www.co-intelligence.org/P-assetbasedcommdev.html

What is Community Economic Development (CED)?

"...action by people locally to create economic opportunities and enhance social conditions, particularly for those who are most disadvantaged."

- Learn more from:
www.cedcanada.ca

What is the Social Economy?

"The best way to present social economy is to explain what it is not. (It) is not a voluntary work organization, nor is it a community-based activity. It does not offer temporary services and does not constitute a job ghetto for outcasts; it is not some kind of workfare for welfare recipients, nor is it reduced sub-contracting for services the governments can no longer provide" - - Yvon Boudreau, Associate Deputy Minister for Policy and Public Corporations with Quebec's Ministry of Economic and Regional Development and Research.⁵

- Learn more from:
<http://www.cedworks.com/files/pdf/papers/MW150107.pdf>

BELL CANADA PLEDGES SUPPORT FOR CED

Announcement of \$1 Million greeted with enthusiastic applause³

Terry Mosey, Executive Vice-President of Bell Canada had good news to share amongst the participants of the 2004 National CED Conference in Trois Rivières. Mosey pledged \$1 million to the *Community Economic Development Technical Assistance Program* (CEDTAP). His announcement was greeted with enthusiasm and applause from the audience.

The new fund, the Bell Community Economic Development Fund will match Bell Canada's dollars with funds from CEDTAP and *The J.W. McConnell Family Foundation* for a total of \$2 million. The fund will direct money to CED enterprises in Alberta, British Columbia, Ontario and Quebec. "Community economic development has proved to be a positive influence on communities. It is, therefore a good business to invest in." said Mosey. "Our success is tied to the success of all these communities."

Bell Canada: ongoing commitment to CED

Bell Canada has invested in community economic development since 1998 and has a solid success record behind its projects. This joint project with CEDTAP, *Carleton University* and the *J.W. McConnell Family Foundation* promises to build an even stronger foundation of support for community economic development activities that create economic and social assets, through jobs and businesses, in less privileged communities across Canada.

For more information about the fund visit the CEDTAP website at www.carleton.ca/cedtap.

◆
— Contributed by Lisa Jayne,
Coordinator, Ottawa CED Network

J.W. MCCONNELL FAMILY FOUNDATION HONOURED AS "COMMUNITY LEADER OF THE YEAR"

Foundation a leader in community capacity building⁴

The *J.W. McConnell Family Foundation* was honoured as the "Community Leader of the Year" on Tuesday, June 8, 2004. The award honours organizations or individuals who demonstrate exceptional community leadership skills that make a positive impact on the Ottawa community. Barbara McInnes of the Community Foundation of Ottawa presented the award at the graduation of the fourth class of Leadership Ottawa. The Foundation provided the vision and the seed funding for the *Leadership Ottawa* program, and has demonstrated continued support of Community Leadership Programs (CPLs), in Ottawa and across Canada.

A legacy of commitment to social change

The *J.W. McConnell Family Foundation* evolved out of the late Mr. John Wilson McConnell's impressive commitment to non-profit and charitable work in Canada. The Foundation's mission is to give financial support to projects and programs which allow Canadians to understand and respond effectively to changing social issues. The foundation is a strong supporter of *Leadership Ottawa* and the *Community Economic Development Technical Assistance Program* (CEDTAP), as well as many other programs and projects.

◆
— Contributed on behalf of Kathryn
Andrews-Clay, Leadership Ottawa

TAKE THIS OPPORTUNITY TO BECOME A MEMBER OF THE OTTAWA CED NETWORK!

Join an ever-growing network of people who believe that there is a place for people with low incomes, people with disabilities, people with mental health issues, First Nation peoples, youth and other people struggling with poverty and social and economic isolation.

CED depends on people sharing a range of hard and soft skills, capable and enterprising agencies, longer time-lines for implementation, coordination among several programs, funders who support community capacity building and cooperation between the public, private and community sectors.

BENEFITS OF MEMBERSHIP

- Access to information, expertise and resources about community economic development
- Opportunities for CED organizations and individuals to network and partner through community meetings and symposiums
- Opportunities to share news, events, projects and employment opportunities through the list-serve

Fill in a membership form online at:
www.ced-dec-ott.net/english/membership_eng.html
or communicate with Lisa Jayne at
613.236.9300 ext. 304;
cednet@ottawaspc.on.ca

CED IN ACTION: CIFODE HOSTS NATIONAL FORUM

Immigrant francophone women unite to explore social and economic development

Immigrant francophone women came from across the country March 13th and 14th to discuss the political rights and status of racial and ethnocultural minority women. The National Forum was hosted by the *Centre d'Intégration de Formation et de Développement Économique* (CIFODE) with funding from Status of Women Canada.

Women from Ontario, British Columbia, New Brunswick, Manitoba and Alberta formed a national coalition to advocate for francophone immigrant women. The national coalition will rally around key issues such as recognition of foreign diplomas, access to employment, economic development, health and violence against women.

For more information about the national coalition contact Françoise Magunira at (613) 569-2456; or info@cifode.ca.

CIFODE is located at 400- 251 Bank, Ottawa, ON.



— *Contributed by Lisa Jayne,
Coordinator, Ottawa CED Network*

CENTRETOWN LAUNDRY CO-OP HONOURS ALEX MUNTER



Munter recipient of 2nd annual "Sharon Moon Award"

Alex Munter was presented with the 2nd annual "Sharon Moon Award" at the Centretown Laundry Co-op's Annual General Meeting.

The Award was established to recognize community work and activism. Alex Munter is an outspoken advocate for social and economic reforms to reduce poverty. He is now a visiting professor at Carleton University, but he is most well-known for his role as a City councillor.

The first annual Award, a commemorative plaque, was given to Sharon Moon, a Minister with the First United Church who was actively involved in creating the laundry co-op.

For more information about the Award or the Co-op contact Marianela Santamaria at (613) 565-4712; or ced@centretownlaundrycoop.ca.

The Centretown Laundry Co-op is located in the Bronson Centre, 211 Bronson, Ottawa, ON.



— *Contributed by Lisa Jayne,
Coordinator, Ottawa CED Network*

THE COBRA PROJECT: A UNIQUE WORK EXPERIENCE FOR YOUTH



Rideau Street Youth Enterprises drives project for youth employment

In April of this year, 6 young people embarked on a year-long project to build a "Shelby Cobra" kit car. This ambitious project is an innovative idea developed by *Rideau Street Youth Enterprises* (RSYE) in partnership with Human Resources and Skills Development Canada (HRSD) and other community partners. RSYE is a social enterprise that seeks to employ disadvantaged youth (ages 16-24) while assisting them to overcome personal barriers, acquire employment skills and earn a wage. In the process of assembling the Shelby Cobra, the youths will develop life/ employment skills and work in a job placement in the automotive industry.

High school diploma- a pre-requisite for entry into the automotive field

The youth will also participate in workshops in preparation for their driver's license and GED High School Equivalency Test. These workshops are essential to the program, as a driver's license is required for all jobs in the automotive field. A High School diploma is also necessary for an apprenticeship as an automotive technician.

CED In Action ...continued from page 4

A valuable hands-on learning experience

The Cobra Project offers a unique hands-on learning experience that will support the 6 youth in their efforts to advance their education and skills. Once they have completed the project, the youth will be well-equipped to seek and secure employment within the automotive industry.

While the youth are employed with RSYE, they are provided with the support and assistance they need to overcome the barriers that face disadvantaged and homeless youth. Each youth participating in the project receives a wage of \$7.15 per hour through HRSD funds.

For more information about this project, please contact:

Michelle Theriault or Jan Sistek at (613) 562-3864; or email rideaustreet@bellnet.ca.

Rideau Street Youth Enterprises (RYSE) is a registered charity located at 147 Besserer Street, Ottawa, ON.



— *Contributed by Michelle Theriault, Rideau Street Youth Enterprises*

MAGAZINE REVIEW

Making Waves, Spring 2004 edition

Special edition explores links between CED and the Social Economy

A special edition of Making Waves, Canada's community economic development magazine, explores the links between CED and the Social Economy as well as other topics, including:

- the history of these movements in Canada;
- a description of one of Canada's foremost community economic development corporations - RESO in Montréal;
- the political imperative for advancing the CED and social economy agenda;
- the role of co-operatives in CED and the social economy;
- emerging international networks on CED and the social economy.

EXPLORING COMMON GROUND

Members of ABCD and CED Networks contemplate joining forces

The latest meeting of the Asset Based Community Development (ABCD) Network was held on June 10th. The ABCD Network promotes ABCD through dialogue and networking. ABCD Network meetings follow a Round-table format and are held every two months for two hours. They are open to anyone in the Ottawa area who is interested in ABCD.

Barbara McInnes, Executive Director of the *Community Foundation of Ottawa* opened the discussion by reviewing the purpose of the ABCD Network. Low attendance at the meetings prompted her to pose a practical question: "Given people's diverse interests and busy schedules, is this the best use of peoples time?" The membership between the ABCD and CED Networks overlap considerably. Several people, unable to attend the meeting, wrote comments to support merging the two Networks. Howard Esbin, a supporter of the ABCD network pre-dating its inception in 2002 explored the guiding principles of both approaches to community development.

Participants came to a general agreement to join forces with the CED Network but not to lose the strategies, approaches, and unique elements of ABCD.

The CED Network is organizing a meeting on September 24th that will be held jointly with the ABCD Network. The purpose of the meeting is to discuss strategies to strengthen CED in Ottawa and will be open to a wide number of representatives. George Brown, Managing Director of the *Ottawa Community Loan Fund* (OCLF) believes that Ottawa is far behind in CED compared with other places in the country. "The current Liberal government plans to spend about \$160 million toward the social economy to go towards capacity building, largely through regions that are organized. We have missed opportunities because we are not organized. We need to build a cohesive movement here in Ottawa so that we can take seek out and seize new opportunities," exclaimed Brown. Inspired by Esbin's statement "What you can conceive, you can achieve", the September meeting will include a discussion about joining the two networks.



- *Contributed by Lisa Jayne, Coordinator, Ottawa CED Network*

All these articles are available free of charge (until December 2004) on the CEDWorks Website:

www.cedworks.com/waves.html#Current_Issue

You can also request a free trial issue or buy a yearly subscription for \$36.



—*Contributed by Lisa Jayne, Coordinator, Ottawa CED Network*

NATIONAL FAIR TRADE WEEKS 2004 IN OTTAWA: SOMETHING FOR EVERYONE!

National Fair Trade Weeks support consumers to make ethical consumer choices and purchase responsibly.

Members of the fair trade community and the general public celebrated the *National Fair Trade Weeks* (NFTW) in the Ottawa/Ontario area. Between May 1st to the 15th, many colorful events encouraged people to learn more about Fair Trade. The events of this 3rd annual event were well-attended, thanks to the great involvement of the *Ottawa Fair Trade Network* (OFTN), the many fair trade businesses in the region, the support of TransFair Canada and the work and creativity of numerous volunteers.

Certified Fair Trade products pay decent wages for the workers/artisans who make them.

Canadian author Yann Martel, official spokesperson for NFTW 2004, kicked off NFTW events on April 30th. Yann is a long-time supporter of fair trade. Yann addressed a press conference saying: "To buy a fair trade product is to respect the human cost of making that product. To buy a fair trade product is to relate to others in a way that respects their humanity. Fair trade is commerce meets human rights." Yann did some media interviews while he was in the capital, some of you might have heard or seen him at French CBC radio or at The New RO.

More than 400 people gathered at the Fair Trade Fair which took place on May 1st at the Glebe Center (The Ecclesiastes Church). The fair featured a giant puppet show and face painting for children, fair trade goods to eat, great music and entertainment and eleven fair trade kiosks.

On May 8th, International Fair Trade Day, *Ten Thousand Villages* and other fair trade retailers organized special activities for their customers (music, samples, etc). An information kiosk was also set up at *Mountain Equipment Coop*.

On May 13th three Fair Trade kiosks took part in the opening of the *Marché du Vieux-Hull*, offering community residents and civil servants that work nearby a colourful display of Fair Trade products and educational material. Later in the evening, a "Fair Trade Celebration Night" was held at the *Mercury Lounge*, organized by OFTN and WIAM (World Inter-

Action Mondiale). This was the second year for this event and the place was packed. Fabulously decorated with fair trade flowers, the evening also featured live music and ethnic fusion music.



The NFTW ended on a soaring success with a Fair Trade Soccer tournament on May 16th at Brewer Park. In collaboration with Y-Focus, importers of Fair Trade Certified soccer balls, teams were organized in a co-ed and collegial style. Participants learned a lot about fair trade and were already talking about next year's tournament only half way through the day.

Thanks to all the people who made NFTW 2004 a big success. We hope to see you at next year's events!

For more information about National Fair Trade Weeks or Fair Trade products please contact:

Chantal Havard at (613) 563-3351; or chantal.harvard@transfair.ca.

TRANSFAIR is Canada's only independent certification organization for fair trade coffee, tea, cocoa and sugar.

◆
— Contributed by Chantal Havard,
Communication and Education, TransFair
Canada

WEB MESSAGE BOARD ACTS LIKE A FREE GARAGE SALE

Ottawa Freecycle Network uses Yahoo Group message board to find a home for unwanted goods

The *Ottawa Freecycle Network* has launched a new online group and accompanying message board, *Ottawafreecycle*. Based on the old adage that "one person's trash is another person's treasure", the *Ottawa Freecycle Network* seeks to connect people who want to get rid of old "stuff" with those frugal people looking for free "stuff". Anyone looking to give away or acquire an item is welcome to respond to the message board. All items listed are absolutely free! *Ottawa Freecycle* is hosted on *Yahoo!Groups*. Signing up is simple. Instructions are available on the *Ottawa Freecycle Yahoo!* page at: <http://groups.yahoo.com/group/OttawaFreecycle/>

Keep Trash out of our Landfills

Inspired by the *Tucson Freecycle Network*, the *Ottawa Freecycle Network* was established in February, 2004 by Eric Snyder. The *Tucson Network* was founded in March 2003 and profiled in the September 2003 issue of *Utne* magazine. Created by the non-profit group "Downtown Don't Waste It", the *Tucson Freecycle Network* has sparked a worldwide "freecycling" revolution of 33,000 people in 253 cities and several countries so far, with more added every day.

◆
- Contributed on behalf of Eric Snyder.
Eric is an Ottawa resident and TD Friends
of the Environment (Ottawa Chapter
volunteer Board member.

CREATIVE COMMUNITY BUILDING: THE T-Mo-Beetle

Sharing time and space together builds community

The T-MoBeetle is a bicycle powered mobile tea/dessert café. It is the brainchild of the Ottawa City Repair Project; a local group that helps people reclaim their urban "spaces" to create community-oriented "places". Ottawa City Repair seeks to plant the seeds for better neighborhood communication, community empowerment, revitalized local culture and economy, and a healthy environment.

The T-Mo-Beetle will act as a focal point for City Repair's community building activities. It will provide shelter from the elements, a place to brew hot water, cushions and blankets for sitting on, a space to read to kids or just jam with the local musical talent.

The T-MoBeetle is a spin off concept of the T-Horse and T-Pony that were built by the City Repair project in Portland Oregon.

Wish List

The T-MoBeetle is still under construction.

Below is a list of materials that would be useful in its construction:

- Light fabrics, recycled parachutes, hot air balloons, tents, sheets.

- Seating material, blankets, cushions, rugs.
- Rods, metal conduit, tent poles, bamboo, plastic tubing.
- String, rope, clothesline, light cable.

If you would like to donate any items, contact Ottawa City Repair at: tmobeetle@cityrepair.ca. They are also seeking volunteers to help in the design or construction of the T-Mo-Beetle.

◆
— *Contributed on behalf of Ottawa City Repair.*

ABOUT THE OTTAWA CED NETWORK

The Ottawa CED Network is a not-for-profit initiative designed to foster community economic development within the Ottawa area. As a project of the Ottawa Social Planning Council funded by the City of Ottawa and the Trillium Foundation, the Network exists to:

- Raise awareness of CED in Ottawa at large and have CED incorporated into policy
- Gather information about sector needs to support parties managing current and future CED initiatives
- Provide networking opportunities for CED practitioners working on similar projects
- Facilitate technical assistance (accounting, administration, business and strategic planning, IT, PR, etc.) for Ottawa CED ventures

The Network seeks volunteers with professional experience, persons running or interested in running a social enterprise and donors.

Contact Information

Lisa Jayne, Coordinator, Ottawa CED Network

Phone: 613.236.9300 x.304

E-mail: cednet@spcottawa.on.ca

Web: www.ced-dec-ott.net

CALENDAR OF EVENTS



The calendar of CED Events in Ottawa is always up-to-date at http://www.ced-dec-ott.net/english/cal_eng.html.

SEPTEMBER

Saturday, September 11

Mayors' Walk

The *Mayor's Walk* is a fundraiser for voluntary sector organizations. Pledged funds are split 50-50 between your organization and *Volunteer Ottawa*. To register, or for more information contact Volunteer Ottawa at (613) 736-5270 or visit www.volunteerottawa.ca

Tuesday, September 21

Corporate Social Responsibility: Emerging New Business/Community Relationships

Guest Speaker: Kernaghan Webb,
Professor and Senior Legal Policy Advisor,
Federal Office of Consumer Affairs

International Restaurant,
Algonquin College, Ottawa

A fundraising dinner for the Social Planning Council of Ottawa

Cost: \$65.00

6:00 Cash Bar

8:00 Speakers

Contact Pierrette at (613) 236-9300 ext.
300; office@spcottawa.on.ca

Monday, September 27

Deadline to apply to Leadership Ottawa program

Monday, September 27, 2004 is the application deadline for the Class of 2005. *Leadership Ottawa* encourages members of the private, public, and non-profit sectors to work together in order to develop their own personal leadership skills, while gaining a more complete vision of their community.

Contact Kathryn Andrews-Clay at (613) 523-6997 or view the website at:
www.leadershipottawa.org

NEXT ISSUE

If you have a business partner that you would like to recognize, or if you would like to contribute an article, resource review, CED venture profile, or advertise a venture or event, contact Lisa Jayne: 613. 236-9300 x.304 or cednet@spcottawa.on.ca. Submission deadline: September 3rd, 2004.

NOTES from articles

¹ Article written based on Perspectivae article "Opening Night" by Anick Perrault-Labelle. Trois-Rivières, Thursday, May 20th, page 1.

² Article written based on Perspectivae article "Sensitive Proposal" by Richard Amiot. Trois-Rivières, Saturday May 22nd, page 1.

³ Article written based on Perspectivae article "New Fund in CED" by Anick Perrault-Labelle. Trois-Rivières, Saturday May 21st, page 2.

⁴ Article written based on media advisory transmitted by CCNMathews on June 4, 2004. "Media advisory: Leadership Ottawa Proudly Graduates Fourth Class". www2.cdn-news.com/scripts/ccn-release.pl/?/2004/06/04/0604041n.html viewed on July 21, 2004.

⁵ Yvon Boudreau's comment on the Social Economy is quoted in Perspectivae article "No need to Reinvent the Wheel" by Mélanie Navarro, Trois-Rivières, Thursday, May 20th, page 2.
