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## SADC SUSTAINABLE DEVELOPMENT PROJECT

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ISSUE: Building on supra-local mobilization

### ITINERARY 1B

Date: Wednesday, September 11, 2013

Location: Hamelin School

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## PROMOTERS

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### Presentation of the issue:

SADC Estrie offers businesses support services towards sustainable development (SD) in order to help them meet the ever constant market pressure to be more "sustainable". Thus, all SADCs support the businesses of the area (located in the Eastern Townships region) who wish to engage in this innovative sector.

### Project description:

SADC Estrie is an organization created in 2010 to consolidate the four SADCs of the region and facilitate the deployment of this project, to support the companies towards sustainable development. With financial support from the Estrie Regional Conference of Elected Officials, from the Canada Economic Development, through the four SADCs, and Emploi-Québec Estrie, the SADCs were able to start the project in 2010. The financial support was necessary to bring down the support fee to a level accessible for the SMEs: \$600 for 100 hours of support. The goal was to add value, not to compete with the services offered by the private sector. Thus, in addition to the training offered for the integration of SD in the businesses of the four MRCs, 24 companies were to be supported during the first two years of the project, from 2010 to 2012. For the 2012-2014 period, 24 new companies will be supported. In addition, one to two courses per year are offered to entrepreneurs on topics dealing with SD. In addition, a blog is updated with articles to advise and assist businesses in the integration of the various aspects of SD: [www.ddsadcestrie.org](http://www.ddsadcestrie.org)

The presentation is structured around:

- the Estrie SADCs' history and the pre-project context;
- the characteristics and objectives of the project in the Eastern Townships (action plan);
- the support stages and profile of the companies supported;
- the businesses' results, main findings and challenges.

### **The key elements to remember according to the promoter:**

- integrating SD tends to attract young people; consequently, the succession and workforce are younger. However, these generations have different values from those of the leaders, and this requires a great openness from the latter;
- innovating through SD. When integrating SD, businesses innovate by reducing their production costs and by distinguishing themselves with green initiatives. The project attempts to convey a culture of innovation through the integration of SD, in order to help the businesses thrive;
- to overcome the lack of resources and time for the entrepreneurs, support tools and turnkey solutions have been developed progressively in order to help companies integrate aspects of SD more easily;
- to convince financial backers to embark on the project, the applications must be focused upon the fact that the integration of SD is a must for businesses, and that SD is an integral part of a successful economic development for a given territory.

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## **RESEARCHER**

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### **Summary of the researcher's presentation:**

The purpose of the reflection is to get companies to appropriate the concept of SD.

The outline of the presentation revolved around:

- a critical analysis of the implementation process of SD in the context of business management, with a light on the associated literature;
- the presentation of a few basic elements allowing to go further, towards greater ownership of the concept of SD, perceived as a paradigm shift.

### **The key elements to remember according to the researcher:**

For greater ownership of SD by companies:

- focus on the local issues of SD;
- innovate with SD education and training tools;
- integrate SD into the strategic planning;
- build analysis and evaluation tools for SD, together with those who use these tools;
- ensure representation of SD faithful to the participants' views, as well as an independent learning process.

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## **ADDITIONAL DOCUMENTATION**

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**NOTE: All linked documents (PowerPoint, Prezi, etc.) are only available in their original French version.**

PowerPoint from Jean-Pierre Gouin, SADC Estrie, and Marc Grimard, SADC des Sources

Website: [www.ddsadcestrie.org](http://www.ddsadcestrie.org)

PowerPoint from Annie Kafui Akitani, Sherbrooke University