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## SUPPORT FOR PROMOTERS

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ISSUE: Building on entrepreneurship

### ITINERARY 6A

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Location: Marbleton Community Centre

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## SPEAKERS

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### Presentation of the issue:

The entrepreneurial spirit, whether collective or individual, is essential to the vitality of rural communities. Can it grow? How can we promote it? What are the key success factors for rural entrepreneurs?

### Presentation of the project:

In 2007, Commission scolaire des Hauts-Cantons creates and implements an Attestation of Vocational Specialization (AVS) Program on Starting a business, in their three training centers (East Angus, Coaticook and Lac-Mégantic). Within the Haut-Saint-François territory, the results from this training provision are very positive to the community:

- 220 trained promoters in 6 years (average 36 people per year);
- of these, 118 (54%) started their business and 92 (42%) are still in business;
- the companies set up by owners who received the training are responsible for 175 jobs created or maintained (for a population of 22,500 inhabitants);
- the companies created are mainly in the service arena;
- their sales vary between \$25,000 and \$800,000.

In Haut-Saint-François, we are witness to a positive entrepreneurial contamination. The more projects are initiated, the more there are new developers who realize that it is possible to start a business. Haut-Saint-François has the largest STA (Self-Employment Support Grant) budget in the Estrie region. Moreover, a culture of entrepreneurial education is emerging in the MRC.

Teamwork from the various socio-economic partners in the Haut-Saint-François territory has allowed the creation of projects to support the developers once their training is completed:

- creation of co-development cells;
- annual competition: *Propulsez votre entreprise vers le Haut* (Drive your business to the Top).

The local entrepreneurship committee (CLEN) brings together employees from CLD, SADC, CJE, CSHC, the Chamber of Commerce and CAMO.

Working in partnership has also helped reduce the loss of funding.

**The key points to remember as suggested by the speakers:**

- partner cohesion (CLE, CLD, SADC, CJE, chambers of commerce, individuals, as well as socio-economic environment & business trainers);
- teamwork;
- continually review our practices;
- take the time to know the client (future promoter);
- supervision and support for the developers;
- success stories;
- networking;
- rural partners' synergy and communication.

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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 Daniel Martel, Commission scolaire des Hauts-Cantons