
DES SOURCES SHOWCASE



ISSUE: Building on local entrepreneurship

ITINERARY 6B

Date: Wednesday, September 11, 2013

Location: Mante du Carré public market

PROMOTER

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Presentation of the issue:

Due to the proximity of the major urban centers such as Sherbrooke, Drummondville and Victoriaville, the commercial sector of a rural area such as the MRC des Sources is under a lot of pressure. In this context, the economic activities of the sector have a tendency to decrease. Therefore, it was necessary to boost and promote the region.

Project description:

The project's objective was to promote local purchase in all the municipalities that make up the territory of MRC des Sources. So a web platform was developed in order to showcase the entire sector. The latter gives the citizens ready access to all the shops and services available in the MRC. The challenge of such a project is the continuous update and promotion of the platform.

The key elements according to the promoter:

To be successful, the project focuses on two key elements:

- solidarity between the communities and merchants. It is important to make the citizens understand that the vitality of their community involves, among other actions, local purchase, and that it is essential to encourage the local businesses;
- the project generated a healthy competition between the merchants, as some are very active on the platform. This encourages the other businesses to update their information and to offer promotions, which, in turn, contributes to maintain the interest for the showcase.

RESEARCHER

The summary of Ariane Carpentier-Gauthier's presentation, UQO, is presented in a separate document. [Click here to view.](#)

ADDITIONAL DOCUMENTATION

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

PowerPoint from Brigitte Martin, CLD des Sources