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## PROSPECTIVE CELL

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ISSUES: Building on local entrepreneurship &  
Building on mobilization and involvement from local communities

### ITINERARY 6C

Date: Thursday, September 12, 2013  
Location: Centre d'études collégiales de Lac-Mégantic

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## PROMOTER

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Ginette Isabel SADC Mégantic Region | E-mail: [gisabel@sadcmegantic.ca](mailto:gisabel@sadcmegantic.ca)

### Presentation of the issue:

Forecast: a different way to identify and understand the social and economic changes taking place, and to find the best tools to face the future and respond to the potential crises.

### Project description:

This project aims to coordinate the various development players towards a common vision, based on the concept of eCoherence (liberally translated, meaning coherence based on a sustainable society) and prospective. The establishment of a prospective unit across the MRC aims to understand the future challenges and opportunities, in order to develop a capacity for regional proactivity and to increase the region's autonomy. Participants include local leaders, economic development officers and municipal officials. One of the challenges of the project is the difficulty to integrate the concept quickly, and to stimulate the participants regularly to maintain their interest.

### The key elements according to the promoter:

- watch, lookout, forecast: see the problems, identify and communicate them to the stakeholders. A forecast can help anticipate possible problems and crises;
- channel: coordinate the territorial consultation. By working with the key local leaders, we can create a common vision, identify possible solutions and channel our energies to better coordinate the local consultation;
- mobilize and work on a joint project to keep the cell active.

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## SPEAKER

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Hélène Deslauriers, SADC and EAC network | E-mail: hdeslauriers@ciril.qc.ca

### Summary of the speaker's presentation:

Mrs. Deslauriers explains the prospective cell. The first cells began in 2008, in order to plan and act instead of reacting to possible future crises. It is a new way to plan, to combine the knowledge of the researchers to the local people's experience.

### The key points to remember as suggested by the speaker:

- define the environment;
- willingness to explore;
- acceptance, by the people, to participate in a pilot project;
- personal desire, from the individuals, to get involved.

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## RESEARCHER

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Pierre-Olivier Colas, Ciblexpert | E-mail: pcolas@ciblexpert.com

Yves Lusignan, Ciblexpert | E-mail: ylusignan@ciblexpert.com

### Summary of the researchers' presentation:

Mr. Colas presents the mapping. Initiate, undertake, set the change in motion.

Objectives:

- 1- Identify areas of opportunity.
- 2- Identify the ability of the land to benefit from the change.

Important points:

- make new tools available;
- generate useful field actions;
- maintain the interest.

### The key elements to remember according to the researchers:

- good financial partnership;
- stakeholder engagement;
- local coordination;
- continue the work done locally;
- maintain interest and engagement;
- contaminate the elected officials and the other players who did not participate.

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## QUESTION PERIOD

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Q.: How will the SADC ensure the follow up and management? Will you adapt your tools to include strategic exercises within your practices?

A. (Ginette Isabel): The prospective cell mapping is a development tool that lets you assess, among other things, where markets are growing or declining, and the strengths of our territory. This tool will help us better target the projects that have development potential.

Q.: How do you differentiate? What is the benefit to a community to proceed with a prospective cell?

A. (Yves Lusignan): The advantage is that an entire community develops a common vision.

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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 Yves Lusignan and Pierre-Olivier Colas, Ciblexpert