



# E- Strategies

*E-strategies for learning and business are innovative, technological approaches to creating new economic opportunities for those engaged in CED. While appropriate technologies enhance distance learning for Canadians living in smaller, rural communities, organizations and institutions need to market and promote these new learning services. E-business tools have the potential to increase market size and increase sales opportunities.*

**Organizations implementing innovative e-strategies are a non-for-profit CED organization focusing on personal development, a non-for-profit organization, and a non-structured network hosted by an established and respected social agency. E-strategies build upon an organization's existing program or are incorporated into new programming.**

**E-learning strategies address geographical issues in non-urban areas. An online learning community is being developed to provide education & training opportunities for artists living in coastal British Columbia. In Russell, Manitoba, a community network with university linkages promotes appropriate technologies for rural and agricultural entrepreneurship.**



**E-business tools such as on-line catalogues and an e-commerce site are increase market-share for urban CED products and services.**

**CEDTAP support ranges from:  
\$13,000-\$18,000**

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**CEDTAP offers a variety of technical services to organizations at different phases of development. The types of technical service accessed in this cluster include business plans, sector related expertise, production related assistance, and replication and dissemination strategies.**



## Case Studies:

### Toronto CED Learning Network, Toronto, Ontario

The Toronto CED Learning Network came together in 1999 as a non-structured network under the auspices of the Community Social Planning Council of Toronto, an 80 year old organization. At the time, 140 organizations participated but the network has grown to include over 360 active participants. There are three broad categories of members: individuals from marginalized populations, the agencies that support them and other interested CED participants such as government and academia.



A Toronto CED Learning Network Meeting

### Coast Cultural Alliance, Gibsons, British Columbia

West Vancouver is one of the wealthiest communities in Canada. However, neighbouring Gibsons has an unemployment rate of 18% and 10% of unemployment service users are artists.

In response to this, in 1998 the non-profit Coast Cultural Alliance (CCA) was established to create meaningful employment for artists and a way to attract long-term tourist dollars. There is a community-based board of directors with an executive director. While the organization receives government funding the organization strives to be self-sufficient.

## Other Community Partners:

2001-2003

Network of Community Enterprise Development Centres, Prairies

## The CEDTAP Contribution

One of the network's 2002 pilot projects was the distribution of 9,500 catalogues profiling 26 Toronto-based CED initiatives (representing over 100 micro-entrepreneurs). This tool creates an opportunity for all CED goods and services to increase their sales, enhance their market share and increase visibility in Toronto.

CEDTAP's contribution is creating an e-commerce tool from the print catalogue. The goals with an electronic version of the catalogue are to:

- Increase overall sales of goods and services by a minimum of 10%
- Create a minimum of 100 new customers
- Give 10 presentations to important groups in core sectors

CEDTAP support is also helping to leverage funds for the development of an e-commerce site.

CEDTAP is contributing to the development of a curriculum for *Artesia Paedia-online*, an e-learning extension of an existing workshop the group operates.

Currently, their website gets more than 45,000 hits per month and fees are raised from over 230 individual and non-profit memberships.

The online learning for arts business is expected to generate \$14,350 in revenue its first year (with 2 literary based e-workshops) and 4 professional development e-workshops.