



saskatchewan
economic
development week

May 9 to 13, 2022

Indigenous Economic Development Day May 9th

2022 TOOLKIT



INSIDE

*A focus on Inclusive Economic Development
and the Bright Ideas Challenge*



Under Proclamation by the Province of Saskatchewan, **Saskatchewan Economic Development Week** celebrates the interdependence of economic, environmental and social well-being. The Saskatchewan Economic Development Alliance (SEDA) and the Saskatchewan Indigenous Economic Development Network (SIEDN) encourage elected leaders and professionals to utilize this TOOLKIT to educate and celebrate community and economic development at a local and regional level.

INSIDE THE TOOLKIT

2022 BRIGHT IDEAS COMPETITION

STEPS TO INCLUSIVE ECONOMIC DEVELOPMENT

RESOURCES

PROCLAMATIONS: The Province of Saskatchewan’s proclamation of Economic Development Week and Indigenous Economic Development Day are included within this package and available for direct download from the [event webpage](#).

SAMPLE RESOLUTION: A document which can be passed by Municipal and First Nation Councils to help recognize Economic Development Week. A Sample Resolution is enclosed in this Toolkit.

SAMPLE PRESS RELEASE: A document that each community, First Nation or organization can distribute to local and regional press outlets. You will find this document enclosed within.

#EconDevWeek Logo: Add **Saskatchewan’s Economic Development Week** logo to your online and digital communication. Designed by Métis artist Lexi Brunet, it underlines the ‘catalytic’ role of community & economic developers. Within Indigenous culture, fire is the heart of people. *We all have fire within ourselves, within our families and within our communities.*

DIGITAL ADVERTISEMENTS : Five sample ads are included in this toolkit and available to download from our webpage.

SOCIAL MEDIA HASHTAGS: Join the provincial and international celebration by using the following hashtags in your social media channels: #EconDevWeek #QualityOfLife #EDW2022 #InclusiveEcDev Be sure to tag SEDA and SIEDN.

TWO FACT SHEETS COURTESY OF THE INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL:

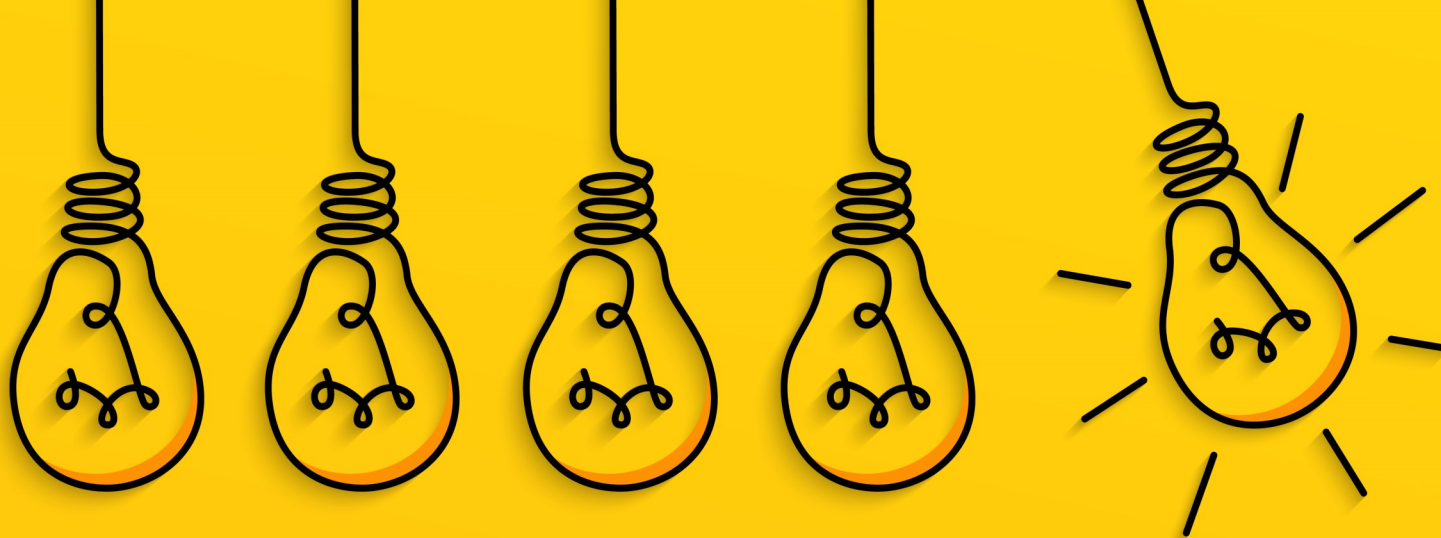
“Why Invest in Good Times” and
“How Economic Development Programs Help”

VIDEOS: Find them on the event webpage.

Introduction to Economic Development for Elected Officials by Michael Pealow is a great resource to share with local leaders.

What is Economic Development created by the City of Winnipeg, simplifies what can be an oftentimes complicated subject.

Economic Development Matters illustrates the evolving depth of economic development and its impact on a town, city, region, province and the country.



2022 BRIGHT IDEAS CHALLENGE

Inspiration, innovation and creative thinking are staples of leaders and economic development practitioners.

During this time of rebuilding social and economic capital, we invite you to share a few sound bytes on initiatives or ideas that have been successful in your community or region these past two years.

We will share these via SEDA's & SIEDN's digital and social media channels and choose some to profile at the **Provincial Summit 2022: Growing Communities One Idea at a Time** September 27 & 28, 2022.

Send your ideas via email to seda@seda.ca anytime prior to May 13th 2022.

Be sure to include your social media handles for Twitter, Facebook, Instagram and LinkedIn.

STEPS TO INCLUSIVE ECONOMIC DEVELOPMENT

There is an economic and moral imperative to the pursuit of inclusive growth. Evidence tells us that inequalities negatively impact economic growth prospects, demonstrated by decreased attainment of education and training, poorer health outcomes and social dislocations that carry increased costs and burdens.

We need all who want to participate in their economies to be able to do so. No one group or community has solved the problem, and no one solution is appropriate for all communities. Together —businesses, institutions and governments—need the creativity, perspective, and economic input of all to prosper.

- Take the time to be curious and develop an understanding of Indigenous ways of knowing and being
- Develop a framework for strengthened partnerships between your organization and Indigenous governments for community economic development and well-being
- Build local relationships with First Nations to support indigenous economies and economic development opportunities
- Use traditional indigenous economic principles to work towards sustainable, effective, and comprehensive community economic development



CELEBRATION IDEAS FOR #EconDevWeek

List and promote via social, digital and local media the **Top 10 Reasons why your community, First Nation or region is GREAT!** Host a Photo or Video Contest and ask residents to share what they appreciate most.

Ask to serve as a **GUEST BLOGGER** during Economic Development Week and author a blog post. Topic examples include new projects, awards and recognitions, and program updates.

NEWSLETTER: Convey the importance of Economic Development Week and what it represents within your organization's regular communications or newsletter. Create an editorial calendar and include a series of articles to feature in your newsletter to build up anticipation.

Celebrate small to medium size businesses. SMEs aren't just crucial drivers of the Canada economy; they are at the heart of all of our communities. Give back to local businesses; say thank you.

Make May 9 to 13 a week for local leaders and staff to talk to local businesses. Set up a socially distanced **Business Walk** initiative and ask your local businesses key questions on the state of their business, the local economy and how you can assist them to maintain during these challenging times. Contact SEDA for a Business Walk Resource Guide.

Engage in Action Planning. Break down that official or comprehensive plan into bite size action plans and mobilize for the future of your community.

Reach out to your neighbouring communities and First Nations. Build a foundation or enhance a relationship that has already started. Start working together on small projects. #InclusiveEcDev

TAG your MLA's and MP's. Tag your MLA or MP in a tweet and incorporate the hashtag #EconDevWeek to raise their awareness within your individual community and beyond.



PROCLAMATIONS

Download image files from the [Economic Development Week](#) webpage



GOVERNMENT OF SASKATCHEWAN

Certificate of Recognition

I, Jeremy Harrison, Minister of Trade and Export Development
in the Province of Saskatchewan
in exercise of the powers conferred upon me,
do hereby designate the week of
May 9 – 13, 2022 to be:

"Economic Development Week" in Saskatchewan

And I request the citizens of the Province of Saskatchewan to
recognize this week.

Dated at the City of Regina this 13th day of April, 2022.



MINISTER 



GOVERNMENT OF SASKATCHEWAN

Certificate of Recognition


I, Jeremy Harrison, Minister of Trade and Export Development
in the Province of Saskatchewan
in exercise of the powers conferred upon me,
do hereby designate the day of
May 9, 2022 to be:

"Indigenous Economic Development Day" in Saskatchewan

And I request the citizens of the Province of Saskatchewan to
recognize this day.

Dated at the City of Regina this 13th day of April, 2022.



MINISTER 

DIGITAL & SOCIAL MEDIA PROMOTION



Download image files from the [Economic Development Week](#) webpage



SOCIAL MEDIA STRATEGY

#EconDevWeek #QualityOfLife and #EDW2022 - International Campaign Hashtags
#InclusiveEcDev is Saskatchewan specific

Chances are most people in your area are avid social media users. Quickly and effectively connect and celebrate with one another during Economic Development Week events with photos and videos on Twitter, Instagram, Facebook and LinkedIn. Be sure to use the official hashtags and tag the PARTNERS (below) to ensure your peers across the province see your postings. Using the official hashtag also allows us to share, repost and retweet your messages.

SEDA: Twitter: @saskecdevassoc Instagram:@saskecdevassoc Facebook: @SEDASaskatchewan LinkedIn: Saskatchewan Economic Development Alliance

SIEDN: Twitter: @SFEDN

IEDC: Twitter: @IEDCtweets Facebook: @iedconline

Here are some sample social media postings to get you started

LINKEDIN & FACEBOOK

Post 1: Economic Development Week is from May 9-13. Visit us online. See what's planned. Prepare to participate. [__URL__]

Post 2: We are thrilled to announce the 2022 dates for Economic Development Week; May 9-13; We're planning a set of activities that will showcase programs in our community that your business can take advantage of this year. Communities across the entire country are participating. See what's planned in our community and prepare to join us. [__URL__]

Post 3: We're hosting a ____ event on ____ for the 2022 International #EconDevWeek @saskecdevassoc @SFNEDN Sign up here.
ADD URL

Post 4: We helped ____ businesses in 2022. We're aiming to help ____ in 2022. Let's make sure your company is one of them. Learn about International Economic Development Week and how you can with us! #EconDevWeek #EDW 2022 #InclusiveEcDev @saskecdevassoc @SFNEDN @iedctweets

TWITTER & INSTAGRAM

Tweet 1: Celebrate Economic Development Week with [__your community's name__]. See what we've got planned. Add URL

Tweet / Instagram 2: It's International Economic Development Week! Here's a photo of our team with a local business owner.
#EDW2021 #EconDevWeek @saskecdevassoc @SFNEDN @iedctweets

Tweet / Instagram 3: Got big plans for your business? Come talk to our team in person! Check out the many ways we're celebrating International #EconDevWeek from May 9-13. #EDW2022 #InclusiveEcDev @saskecdevassoc @SFNEDN @iedctweets – ADD URL

Tweet 4 Join in on the fun. It's Economic Development Week across North America Here's what [__your community name__] is doing.
URL

Tweet 5: Tag your Member of the Legislature in a tweet and incorporate the hashtag #EconDevWeek #InclusiveEcDev to raise their awareness within your individual community and beyond. 8



SAMPLE RESOLUTION

Economic Development Week

#EconDevWeek #EDW2021 #QualityOfLife # InclusiveEcDev

Resolution

WHEREAS, the Province of Saskatchewan has declared May 9 to 13 2022 as Economic Development Week in Saskatchewan and May 9, 2022 as Indigenous Economic Development Day;

WHEREAS, community and economic developers promote economic well-being and quality of life for their communities by creating, retaining, and expanding businesses that facilitate growth, enhance wealth, and provide a stable tax base; and

WHEREAS, community and economic developers stimulate and incubate entrepreneurship in order to help establish the next generation of new businesses, which is the foundation of the Saskatchewan economy; and

WHEREAS, community and economic developers are engaged in a wide variety of settings including rural and urban, local, First Nation, provincial, and federal governments, public-private partnerships, chambers of commerce, universities, and a variety of other institutions; and

WHEREAS, community and economic developers attract and retain high-quality jobs, develop vibrant communities, and improve the quality of life in their regions; and

WHEREAS, community and economic developers work in the City/Town/Village/First Nation of _____ within the Province of Saskatchewan; and

NOW, THEREFORE, BE IT RESOLVED that the Mayor/Chief and ——Council of the City/Town/Village/First Nation of _____ do hereby—

Recognize May 9 – 13, 2022 as “Economic Development Week”

SAMPLE MEDIA RELEASE

Your Letterhead

CONTACT:

DATE:

(your community/First Nation name) Celebrates Economic Development Week from May 9-13, 2022

Celebration to bring awareness for economic development

—(your community name) Four key provincial organizations in Saskatchewan encouraging communities and First Nations to celebrate Economic Development Week May 9 to 13, 2022. The Saskatchewan Economic Development Alliance (SEDA), Saskatchewan Indigenous Economic Development Network (SIEDN), the —(insert organization or community name) are dedicated to serving community and economic developers.

These Saskatchewan organizations join the International Economic Development Council in celebrating Economic Development Week on an international scale. Economic Development Week is an opportunity to highlight the efforts and the importance of the economic development field. Community and Economic Developers are responsible for generating economic growth, creating better jobs for residents and facilitating an improved quality of life.

In Saskatchewan, May 9, 2022 has been proclaimed as Indigenous Economic Development Day. Join us in recognizing ‘economic development as a bridge to reconciliation’ and engage your neighbouring communities and First Nations in building a prosperous future together. Join SEDA and SIEDN in using the hashtag #InclusiveEcDev in your online and digital communication.

Communities across North America have already recognized Economic Development Week and planned events in their cities. The Saskatchewan Partners have released Celebration Toolkit full of resources and suggestions to encourage communities to get involved.

Include activities your community or organization has planned here.

