

A Learning Series for Municipal Councillors and Practitioners

Knowledge Translation and Transfer (KTT) Initiative



PROJECT CONCLUDED IN 2012

This province-wide initiative translated University of Guelph research on rural economic development and planning into practical learning opportunities for municipal leaders across Ontario.

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SUBMITTED TO

Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA)/ University of Guelph Partnership



ABOUT THE PROJECT

This KTT initiative brought research on rural economic development and planning to municipal councillors, planners and economic development practitioners working in rural communities across Ontario.

Through interactive workshops, participants explored key success factors, shared local experiences, and considered practical strategies to strengthen their communities in the face of demographic, economic and environmental change.



PROJECT PURPOSE

- Reflect on your community
- Discuss options for community economic development (CED)
- Consider key factors of success
- Learn from others

WORKSHOP CONTENT

Workshops were built around four themes:



Setting the Context

Global, regional and local trends influencing rural communities



Your Community

Reflecting on community capacity and local success stories



The Spectrum of CED

Exploring a wide range of economic development activities



Key Factors of Success

Identifying what makes CED initiatives succeed



OUR APPROACH

- Delivered 8–10 professional development workshops across southern, eastern and northern Ontario
- Used interactive, participant-driven sessions
- Explored success stories and local capacity
- Provided practical tools and ideas that communities could put into action

EIGHT KEY SUCCESS FACTORS FOR RURAL COMMUNITY ECONOMIC DEVELOPMENT



1. LEADERSHIP

Inspire others and bring energy and drive.



2. PLANNING & VISIONING

Set a clear direction and plan for the future.



3. COMMUNITY ENGAGEMENT

Build relationships through dialogue and inclusive participation.



4. CAPITAL

Access financial resources to increase capacity and advance initiatives.



5. LOCALIZATION

Keep it local—strengthen self-reliance and retain local dollars.



6. PARTNERSHIPS

Work together, combine strengths and pool limited resources.



7. ADAPTATION TO CHANGE

Use existing assets in new ways and respond creatively to change.



8. LEARNING FROM EXPERIENCE

Evaluate progress, learn from experience and improve.

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