

Southwestern Ontario: an Intelligent Region

Owen Sound

Goderich

☀ Stratford

Sarnia

London

Windsor

*southwest
economic alliance*



THE CHALLENGE:

**change the channel
on negative perceptions
of the region**

THE VISION:

build the creative economy

one community at a time

connect many

intelligent communities

into an intelligent region

tell our story

to the world

get noticed

create

economic opportunity

without borders

level the playing field

between rural

small urban

large urban

ubiquitous

ultra high speed broadband

throughout the **region**

regardless of population density

**don't just build it and
wait for them to come**

drive the ROI

create the
winning conditions for
economic transformation



live and work here





do business there



**information and
communications technology
applied to everything**

agriculture and food

tourism

resource development

manufacturing

medical research & innovation

arts and culture

economic strategies

tailored to

local assets

one size does not fit all

focus on

youth retention

skilled worker attraction

immigrant attraction

2013/14

YEAR ONE: BENCHMARKING



- **Cisco Canada conducts community benchmarking**
- **identify common 'archetypes' or clusters**
- **partner with area universities to develop implementation strategies for individual communities or clusters**

2014/15

YEAR TWO: LOCAL IMPLEMENTATION

- **Assist local implementation efforts**
- **Use **research** to advocate for **targeted government investments** in broadband and ICT-based productivity.**
- **Engage **small & medium business** sector**

2014-17

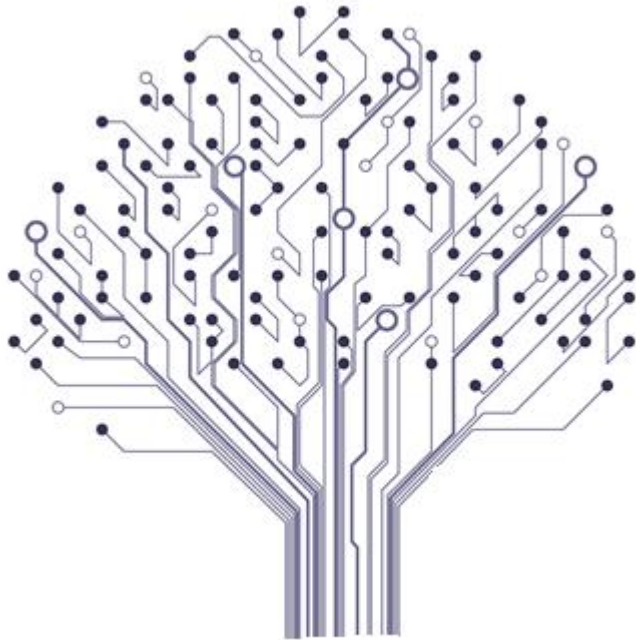
YEARS 2-4: ANNUAL BENCHMARKING

- **Update regional benchmark annually**
- **Submit ICF application each year**
- **Strive for continuous improvement**

2013-17

EVERY YEAR: COMMUNICATIONS & BRANDING

- **Develop regional branding** and messaging
- **Leverage earned & social media to highlight success stories**
- **Create continual buzz** across all identified target groups



Southwestern Ontario
An Intelligent Region

An aspirational project.

Local development within a regional framework.

Create a region-wide eco system for ICT application across all economic sectors.

Engage communities of every size and composition.

Continuous improvement.

The journey is more important than the destination.

Opportunities without borders; you can succeed anywhere.