



**Economic Inclusion Opportunities  
Summit 2017  
REPORT**



74, ruelle Julien  
Dieppe, NB E1A 8N4  
506.866.3420  
[www.fortecommunication.ca](http://www.fortecommunication.ca)

## TABLE OF CONTENTS

|  |           |
|--|-----------|
| <b>GENERAL INFORMATION</b> .....                                     | <b>3</b>  |
| Context .....  | 3         |
| Objectives.....  | 3         |
| Summit agenda and participants .....                                 | 4         |
| Online participation .....   | 5         |
| <b>SUMMARY OF DISCUSSIONS: What we like and what’s missing</b> ..... | <b>5</b>  |
| Social enterprise as a tool for economic inclusion.....              | 5         |
| Job readiness .....  | 6         |
| Training/ Education .....  | 6         |
| <b>SUMMARY OF DISCUSSIONS: How can we collaborate?</b> .....         | <b>6</b>  |
| Pay equity and earnings .....  | 6         |
| Workplace participation .....  | 7         |
| Social enterprise ecosystem.....                                     | 8         |
| <b>NEXT STEPS</b> .....  | <b>9</b>  |
| Summary report .....   | 9         |
| Participants survey .....  | 9         |
| Raw Data .....   | 9         |
| Video.....   | 9         |
| Next summits .....   | 9         |
| What you can do .....  | 9         |
| <b>APPENDIX A - List of participants</b> .....                       | <b>10</b> |
| <b>APPENDIX B - Results - Participant survey</b> .....               | <b>11</b> |

## GENERAL INFORMATION

*The views expressed in this report are those of external GNB participants for consideration by the Government of New Brunswick.*

## CONTEXT

In 2015 AND 2016, the New Brunswick Jobs Board Secretariat (JBS) held a series of opportunities summits to better define opportunities for economic development and employment growth in the province. Twenty-two summits covering a variety of topics were held in the province.

Engaged citizens, entrepreneurs, leaders of non-profit organizations and government representatives discussed and imagined new avenues for various sectors of New Brunswick society. They also discussed our opportunities for growth and social advancement from a national and global perspective.

The fruits of these discussions helped the JBS develop The New Brunswick Economic Growth Plan, released in September 2016. The plan is based on five pillars:

- People
- Innovation
- Capital
- Infrastructure
- Agility

As promised, the JBS organized a second round of opportunities summits in an effort to put into practice the notion of open government. In order to establish the concept of open government, three phases are required: participation - transparency - collaboration.

The first round consisted of participation. The second round is based on transparency and lays the foundation for greater collaboration between citizens and government.

During this summit, the Economic and Social Inclusion Corporation gave an account of what had been accomplished since the first summit held on January 11, 2016. They reported on the issues that received further attention and presented the work accomplished on each issue.

## OBJECTIVES

The summit had the following goals:

Accountability and transparency

- Share information on government decisions and actions related to the initial summit input.
- Provide access to interested people who could not attend at the summit in person.

Improvement and collaboration

- Capture input to improve current strategies and initiatives.
- Identify opportunities to collaborate on priorities going forward.

Participant experience

- Participants had a positive experience and felt their contributions were valued.
- Participants felt heard.

## SUMMIT AGENDA AND PARTICIPANTS

The 2<sup>nd</sup> Opportunities Summit on economic inclusion was held at the Université de Moncton on May 15, 2017. Thirty-one participants (including representatives from the provincial government) discussed the opportunities available to facilitate and support economic inclusion in New Brunswick.

| Agenda   |  |
|----------|--|
| 10:00 am | Opening  |
| 10:05 am | Welcome<br>Dawn Arnold, Mayor of Moncton   |
| 10:10 am | Presentation on the State of the New Brunswick economy<br>Honourable Cathy Rogers, Minister of Finance   |
| 10:25 am | Jobs Board Secretariat Update - New Brunswick Economic Growth Plan<br>Susan Holt, Chief of Business Relationships<br>New Brunswick Jobs Board Secretariat                                    |
| 10:45 am | Presentation by:<br>Stéphane Leclair, Executive Director, Economic and Social Inclusion Corporation  |
| 11:25 am | Group discussion: <i>how have the department's actions responded to your needs and why?</i><br><i>Have we forgotten anything?</i><br><i>What other actions should we prioritize and why?</i> |
| 1:20 pm  | Group discussion – <i>Based on themes brought up in the previous discussion:</i><br><i>1. How can we better collaborate?</i>   |

|         |  |
|---------|--|
|         | <p>2. <i>Is there anything currently available that can be used as leverage?</i></p> <p>3. <i>How can we become involved?</i></p> <p>4. <i>Next steps (2 or 3)</i></p> |
| 2:40 pm | <p>Closing remarks</p> <p>Stéphane Leclair, Executive Director, ESIC</p> <p>Premier Brian Gallant</p>  |
| 2:55 pm | <p>Closing</p>   |

### ONLINE PARTICIPATION

The Web was used in order to allow for the participation of as many people as possible. The presentations on the State of the economy, on the Economic Growth Plan and that of the Department (PETL) were streamed live. At the end of the day, the premier’s remarks were also presented in real time at <http://www.opengovnb.ca/en>. Live streaming was available for people unable to attend or interested by the topic and presentations are still available on the website.

Social media were also used. Followers of the [OpengovNB/GouvertNB](#) page on Facebook were informed about the summit. On Twitter ([@GNBvousrepond](#), [@GNBreplies](#)), followers were able to follow parts of the conversations since the major topics of discussion were shared throughout the day.

### SUMMARY OF DISCUSSIONS: WHAT WE LIKE AND WHAT’S MISSING

Participants formed groups of 5-6 people to discuss details presented by the Department. They were asked to reply to these questions: *How have these actions responded to your needs and why? Have we forgotten anything? What other actions should we prioritize and why?*

The following are comments made by participants on the actions undertaken by the department, as well as on items that are missing. They are grouped according to the larger themes brought up during the discussions.

### SOCIAL ENTREPREISE AS A TOOL FOR ECONOMIC INCLUSION

- Social enterprise is a good tool to allow for better economic inclusion. That being said, the concept has its share of economic challenges, namely access to capital, regulations governing revenue, and limited access to experts in the field. Nevertheless, it remains a winning solution for the province. Social enterprises play an important role in helping citizens re-enter the work market.

---

## JOB READINESS

- According to participants, it is important to develop a plan of action to help prepare people with special needs for the job market.
- We must ensure that the proper incentives are in place for proper transition to the workplace.

---

## TRAINING/ EDUCATION

- Offer greater financial incentives to schools that work with young people requiring more support.
- Offer training in cultural abilities for all types of service providers.
- Place greater emphasis on young people who are not currently in the formal education system (community development, healthy spaces, Open Minds NB)

## SUMMARY OF DISCUSSIONS: HOW CAN WE COLLABORATE?

Following the initial discussion, overall themes emerged and became topics for further discussion by participants. This portion of the summit was a first step toward reinforcing collaboration between all stakeholders, whether government or community.

Once the themes were identified, participants were invited to join the conversation that appealed to them in order to answer four questions:

1. How can we better collaborate on this?
2. Is there anything currently available that can be used as leverage?
3. How can we become involved?
4. What are the next steps?

---

## PAY EQUITY AND EARNINGS

*How can we better collaborate?*

- Form a task force that will work with the Economic and Social Inclusion Corporation, Women's Equality Branch, New Brunswick Women's Council, Department of Post-Secondary Education, Training and Labour, Premier's representatives.
- Provide education and awareness initiatives for the public.
- Include the New Brunswick Federation of Labour, the NB Human Rights Commission, and employer groups.

*Is there anything currently available that can be used as leverage?*

- Pilot projects on guaranteed minimum wage in Ontario and Prince Edward Island.
- Review and identify best practices and their results.

- Show the benefits and positive results of economic inclusion; including the social determinants of health as well as the benefits for governments and businesses through manpower supply.

*How can we become involved?*

- Participate in and contribute to awareness campaigns.
- Promote the benefits of pay equity and subsistence income.

*What are the next steps?*

- Recognize that pay equity is not only a women’s issue, but also a social and human rights issue.
- Develop legislation to provide for income security, social justice and inclusion (include legislation on pay equity in the private sector)
- Recognize the multi-dimensional nature and the intersectionality of economic inequality, and the complexity of wage gaps.
- Establish duality in childcare.

---

## WORKPLACE PARTICIPATION

*How can we better collaborate?*

- Create policies on topics such as pay equity, employment standards, linguistic duality in early childhood, social housing.
- Public programs such as early childhood services must be more accessible so that people can keep their jobs, including those in single-parent households.
- Working conditions must improve (earnings, sick leave, and general working conditions) and must allow for greater flexibility for both employers and employees.

*Is there anything currently available that can be used as leverage?*

- The work done by community colleges in developing trades.
- Prior learning recognition.
- Offering financial incentives for those who undergo training.
- Paid workplace training.
- Older people can contribute their knowledge and work experience.

*How can we become involved?*

- Participants want to collaborate further and work together toward developing innovative ideas (ex : NBCC and the Coalition for pay equity – create training programs)

*What are the next steps?*

- Development of a collaboration strategy to continue efforts and generate new ideas.
- Identifying the needs of employers in terms of employee training.
- Evaluating the current work market.
- Developing policies on minimum subsistence income and pay equity.

- Improve incentives to allow for a greater number of people to enter the workforce (ex: child care services, social housing).

---

## SOCIAL ENTERPRISE ECOSYSTEM

*How can we better collaborate on this?*

- Identify a department that will become the champion of social enterprise.
- Identify a common language and common goals. Everyone must understand what social enterprise means.
- Pool all services and programs that exist for social enterprise (Web)
- Establish increased collaboration.

*Is there anything currently available that can be used as leverage?*

- Training programs from the Department of Post-Secondary Education, Training and Labour.
- There are several initiatives throughout the country that can serve as inspiration.
- ONB should have a mandate to oversee social enterprise.
- CBDCs offer services, but could increase their offer specifically for social enterprise.
- It is important to include private enterprise.
- The LearnSphere network.
- Community inclusion networks (financing up to \$10,000)

*How can we become involved?*

- Participants are very involved in the sector.
- Community inclusion networks already support social enterprise projects and direct their clients toward other agencies that offer funding.

*What are the next steps?*

- Identify a champion, a central office, a sector responsible for social enterprise.
- Make New Brunswick a world leader in social enterprise.
- Emphasize social enterprise success stories.
- Develop agreements with communities in order to identify the benefits of social enterprise.
- Create a task force on social enterprise.
- Facilitate the creation of social enterprise in rural and urban communities.
- Eliminate silos, work together more.

## NEXT STEPS

---

### SUMMARY REPORT

A summary report of discussions (this document) is produced after each summit. The summary report contains the list of participants (Appendix A), the results of the participant survey (Appendix B). All summary reports will be posted online at <http://www.opengovnb.ca/>

---

### PARTICIPANTS SURVEY

After the summit, an online survey was sent to each participant in order to compile comments on the initiatives they found interesting, to find out whether they are interested in collaborating and, if so, on which topics, and to obtain their views on the event. This information will allow us to improve the next summits and help influence the government's priorities. It will also help guide further collaboration efforts.

---

### RAW DATA

In order to support the efforts of the New Brunswick Government in its approach to data sharing when possible, a table of non-interpreted comments was compiled and made available. It is available at the following address: <http://www.opengovnb.ca/en/summits-theme-and-schedule/31-economic-inclusion-opportunities-summit-moncton-may-15-2017>

---

### VIDEO

Following the summit, a video was produced in which you will hear the comments of certain participants. It can be viewed at <http://www.opengovnb.ca/en/summits-theme-and-schedule/31-economic-inclusion-opportunities-summit-moncton-may-15-2017>

---

### NEXT SUMMITS

The government is considering the possibility of holding a third summit in the spring of 2018, in collaboration with various partners identified during this summit. The 2018 event will serve to present the progress made during the year and identify further action items.

---

### WHAT YOU CAN DO

Interested parties are encouraged to pursue efforts to help move things along and to contact the appropriate departments or the New Brunswick Jobs Board Secretariat to collaborate on the opportunities discussed during the summit and in this report.

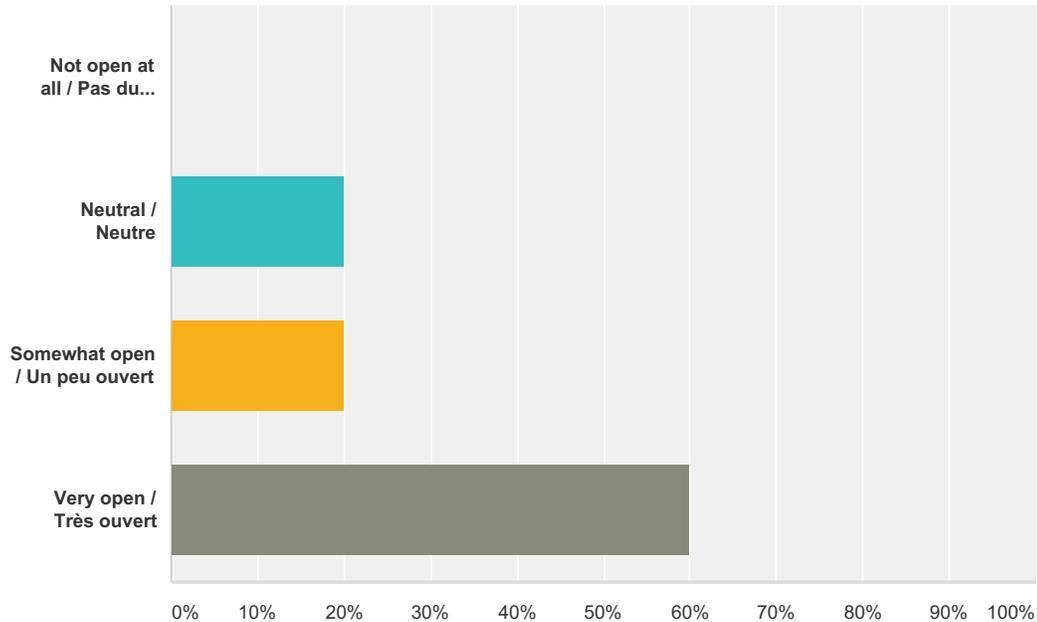
## APPENDIX A - LIST OF PARTICIPANTS

| Name/Nom                              | Organization/Organisation                                 |
|---------------------------------------|---|
| Bronwen Cunningham                    | Living Wage and Pay Equity                                |
| Cathy Wright                          | LivingSJ  |
| Celine Ouellette                      | Coordonatrice Reseau d'Inclusion Communautaire Nord-Ouest |
| Collette Lacroix – RIC<br>Kent        | RICKent   |
| Donna Gates                           | CIN Saint John  |
| Erin MacKenney                        | sjle  |
| Isabella Imperatori                   |   |
| Isabelle McKee-Allain                 | Udem  |
| Janet Moser                           | Fredericton Chamber                                       |
| Jean –Claude Basque                   | Living Wage and Pay Equity                                |
| Joanna Brown                          | Westmorland Albert CIN                                    |
| Johanne Perron                        | Living Wage and Pay Equity                                |
| Maxime Dube                           | Udem  |
| Mel Kennah                            | Youth Impact  |
| Mike Mazerolle                        | Ignite Fredericton  |
| Monica Theriault                      | Coordonnatrice RIC PA                                     |
| Nathalie Cormier                      | CCNB  |
| Paul Levesque                         | BOD member  |
| Stéphane Robichaud                    | NBHC  |
| Sue Rickards                          |   |
| Wendy Keats                           | Co-operative Enterprise Council of NB                     |
| <b>GNB Attendees/Participants GNB</b> |   |
| Hon. Cathy Rogers                     | GNB   |
| Lise Michaud                          | NBJBS-SCENB   |
| Marc Gosselin                         | ESIC - SIES   |
| Marie-Ève Grégoire                    | ESIC - SIES   |
| Stéphane Leclair                      | ESIC - SIES   |
| Susan Holt                            | NBJBS-SCENB   |
| Total External attendee               | 21  |
| Total GNB attendees                   | 6   |
| <b>Total</b>                          | <b>27</b>   |



**Q1 How would you assess the government's efforts for accountability and openness in this summit? Comment évaluez-vous les efforts du gouvernement pour être ouverte et transparente durant ce sommet ?**

Answered: 5 Skipped: 0

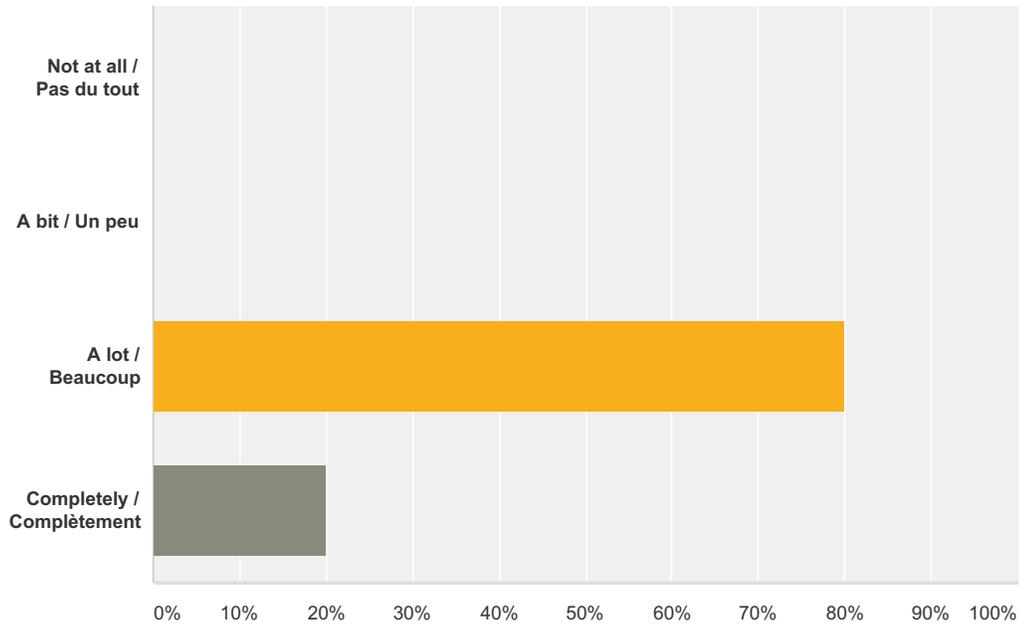


| Answer Choices                | Responses |
|-------------------------------|-----------|
| Not open at all / Pas du tout | 0.00% 0   |
| Neutral / Neutre              | 20.00% 1  |
| Somewhat open / Un peu ouvert | 20.00% 1  |
| Very open / Très ouvert       | 60.00% 3  |
| <b>Total</b>                  | <b>5</b>  |

| # | Comments                | Date |
|---|-------------------------|------|
|   | There are no responses. |      |

## Q2 How do you feel that your contributions were heard? Avez-vous eu le sentiment que vos idées ont été entendues ?

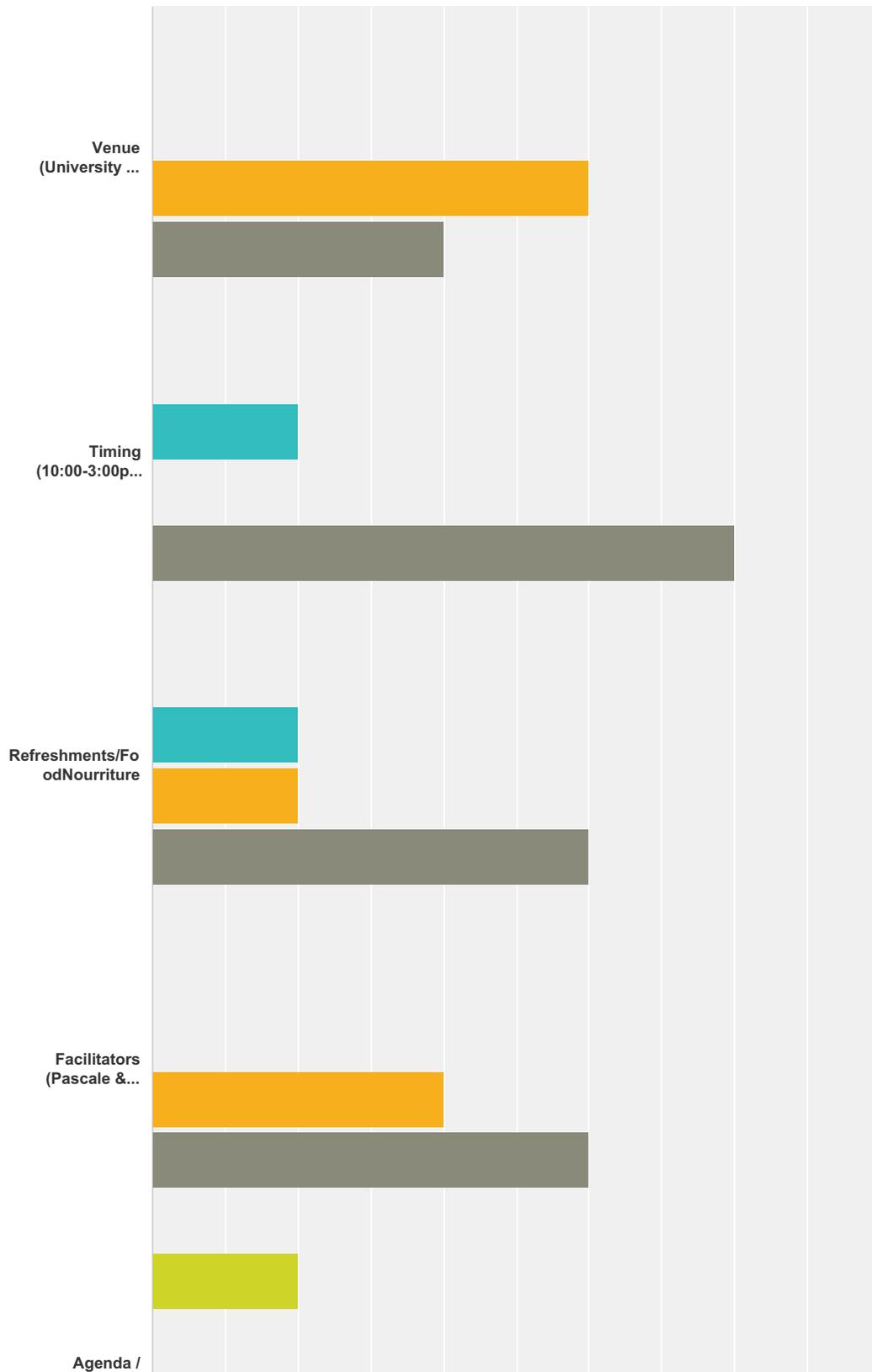
Answered: 5 Skipped: 0

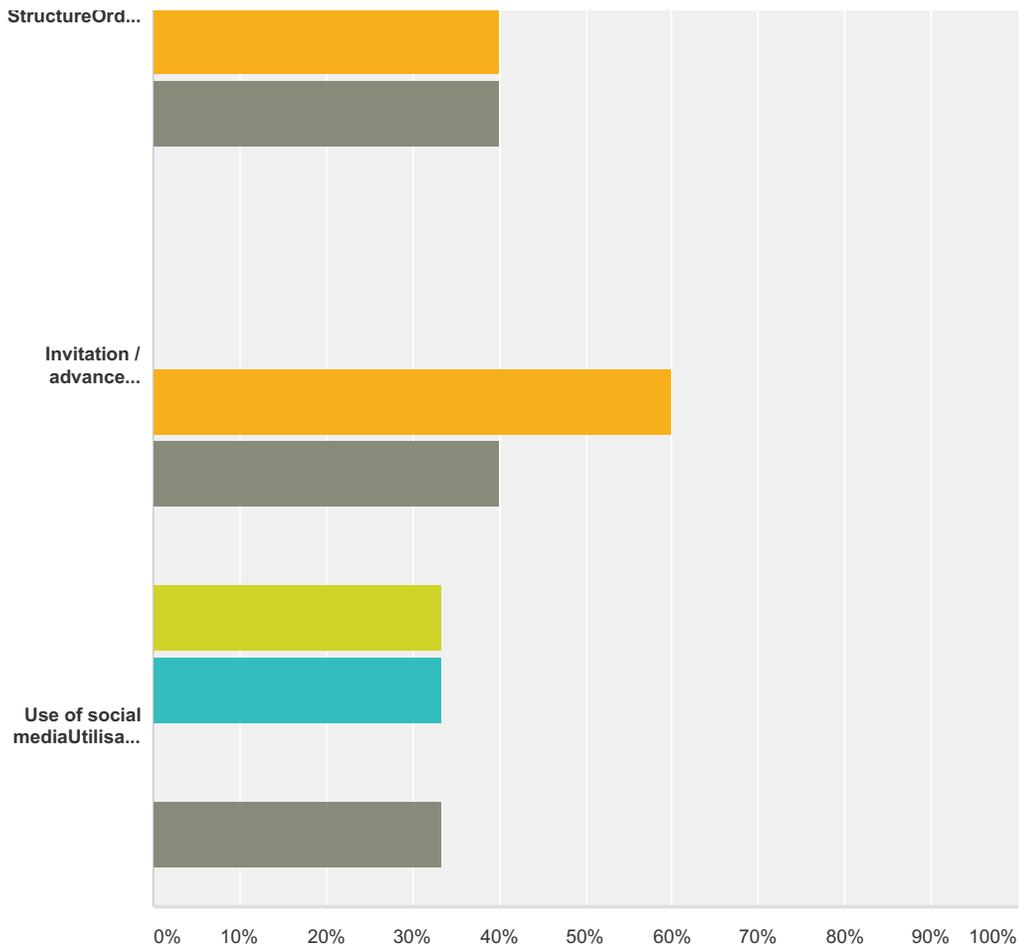


| Answer Choices            | Responses |          |
|---------------------------|-----------|----------|
| Not at all / Pas du tout  | 0.00%     | 0        |
| A bit / Un peu            | 0.00%     | 0        |
| A lot / Beaucoup          | 80.00%    | 4        |
| Completely / Complètement | 20.00%    | 1        |
| <b>Total</b>              |           | <b>5</b> |

### Q3 Please rate the following elements of the summit: S'il vous plaît évaluer les éléments suivants du sommet :

Answered: 5 Skipped: 0





■ Unsatisfactory / Insatisfaisante  
 ■ Neutral / Neutre  
 ■ Good / Bon  
 ■ Great / Excellent

|  | Unsatisfactory / Insatisfaisante | Neutral / Neutre | Good / Bon  | Great / Excellent | Total |
|--|----------------------------------|------------------|-------------|-------------------|-------|
| Venue (University of Moncton)Location (Université de Moncton)                              | 0.00%<br>0                       | 0.00%<br>0       | 60.00%<br>3 | 40.00%<br>2       | 5     |
| Timing (10:00-3:00pm)Calendrier (10h00 - 15h00)  | 0.00%<br>0                       | 20.00%<br>1      | 0.00%<br>0  | 80.00%<br>4       | 5     |
| Refreshments/FoodNourriture  | 0.00%<br>0                       | 20.00%<br>1      | 20.00%<br>1 | 60.00%<br>3       | 5     |
| Facilitators (Pascale & Jason)Animateurs (Pascale et Jason)                                | 0.00%<br>0                       | 0.00%<br>0       | 40.00%<br>2 | 60.00%<br>3       | 5     |
| Agenda / StructureOrdre du jour  | 20.00%<br>1                      | 0.00%<br>0       | 40.00%<br>2 | 40.00%<br>2       | 5     |
| Invitation / advance information providedLes invitations, informations fournies à l'avance | 0.00%<br>0                       | 0.00%<br>0       | 60.00%<br>3 | 40.00%<br>2       | 5     |
| Use of social mediaUtilisation des médias sociaux  | 33.33%<br>1                      | 33.33%<br>1      | 0.00%<br>0  | 33.33%<br>1       | 3     |

| # | Comments  | Date              |
|---|---|-------------------|
| 1 | I did not follow any of the social media so I cannot comment on this. | 5/16/2017 1:26 PM |

|   |   |                    |
|---|---|--------------------|
| 2 | I felt that the use of social media seemed like a lot of work for little conversation online from what I could see. With regards to the agenda, I felt that it was followed well but I almost felt that the information was too broad and that if the questions were more specific there could have been more pointed information to come out of the session. Overall though I felt it was well done. | 5/16/2017 10:27 AM |
| 3 | The space was great because we could have a table conversation without yelling. The smaller number in attendance made each contribution more significant. Would suggest a lighter lunch. Hot meals induce naps. And I always feel uncomfortable eating a big meal when we are talking about poverty. It's jarring.  | 5/16/2017 10:12 AM |

**Q4 The initiative I'd like to see progress  
most following the summit is:**

**L'initiative que j'aimerais le plus voir  
progresser après ce sommet est:**

Answered: 5 Skipped: 0

| # | Responses  | Date               |
|---|--|--------------------|
| 1 | L'équité salariale.  | 6/26/2017 12:12 PM |
| 2 | L'équité salariale - une loi pour le secteur privé                   | 6/26/2017 12:10 PM |
| 3 | Social enterprise  | 5/16/2017 1:26 PM  |
| 4 | Social Enterprise ecosystem  | 5/16/2017 10:27 AM |
| 5 | a strong commitment to the development of a social enterprise sector | 5/16/2017 10:12 AM |

**Q5 The initiative(s) I would like to collaborate on following the summit is (are):**

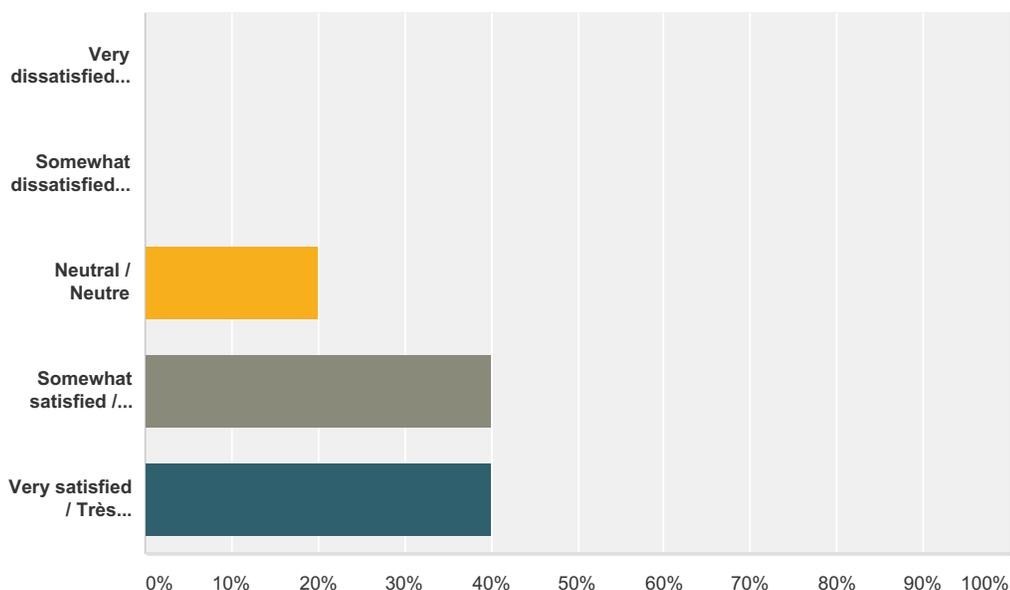
**Les initiatives sur lesquelles j'aimerais collaborer suite à ce sommet sont :**

Answered: 5 Skipped: 0

| # | Responses   | Date               |
|---|---|--------------------|
| 1 | L'équité salariale.                                 | 6/26/2017 12:12 PM |
| 2 | L'équité salariale                                  | 6/26/2017 12:10 PM |
| 3 | Already collaborating on the wages priority actions | 5/16/2017 1:26 PM  |
| 4 | Social Enterprise ecosystem                         | 5/16/2017 10:27 AM |
| 5 | social enterprise development and GAI               | 5/16/2017 10:12 AM |

**Q6 Overall, how would you rate your satisfaction with the 2017 Economic Inclusion Opportunities Summit? Dans l'ensemble, comment évaluez-vous votre niveau de satisfaction suite au sommet des possibilités sur l'inclusion économique 2017 ?**

Answered: 5 Skipped: 0



| Answer Choices                             | Responses |
|--|-----------|
| Very dissatisfied / Très insatisfait       | 0.00% 0   |
| Somewhat dissatisfied / Plutôt insatisfait | 0.00% 0   |
| Neutral / Neutre                           | 20.00% 1  |
| Somewhat satisfied / Plutôt satisfait      | 40.00% 2  |
| Very satisfied / Très satisfait            | 40.00% 2  |
| <b>Total</b>                               | <b>5</b>  |

| # | Comments  | Date               |
|---|---|--------------------|
| 1 | Le sommet était intéressant. D'autres intervenants auraient dû être présents. Je trouve que ce sont surtout les résultats du sommet qui comptent. | 6/26/2017 12:10 PM |
| 2 | I learned a lot from the other participants. As a public servant, it is really valuable to have these opportunities to engage with civil society. | 5/16/2017 1:26 PM  |
| 3 | The smaller size of the crowd made for deeper dialogue than is usually possible in a larger forum.  | 5/16/2017 10:12 AM |

**Q7 The most valuable part of the Summit  
for me was:La meilleure partie du sommet a  
été**

Answered: 5 Skipped: 0

| # | Responses  | Date               |
|---|--|--------------------|
| 1 | La 2e discussion de groupe.                              | 6/26/2017 12:12 PM |
| 2 | La dernière partie car plus concrète                     | 6/26/2017 12:10 PM |
| 3 | The exchange of information and ideas from participants. | 5/16/2017 1:26 PM  |
| 4 | Networking   | 5/16/2017 10:27 AM |
| 5 | networking with kindred souls                            | 5/16/2017 10:12 AM |

**Q8 The least valuable part of the Summit  
was:La partie la moins utile du sommet a  
été:**

Answered: 5 Skipped: 0

| # | Responses  | Date               |
|---|--|--------------------|
| 1 | Aucune   | 6/26/2017 12:12 PM |
| 2 | N/A  | 6/26/2017 12:10 PM |
| 3 | For me, the economic overview was not as useful as I am aware of the data already, but this may have been useful for other participants. | 5/16/2017 1:26 PM  |
| 4 | Sometimes I feel that the discussions are too broad and we don't have enough time to delve really deeply.                                | 5/16/2017 10:27 AM |
| 5 | the financial report from Minister Rogers  | 5/16/2017 10:12 AM |

**Q9 Please share any other feedback you have on the Summit. Veuillez nous faire part d'autres commentaires que vous avez sur le sommet.**

Answered: 4 Skipped: 1

| # | Responses   | Date               |
|---|---|--------------------|
| 1 | Ce sondage est très mal traduit. Décevant, surtout venant du gouvernement   | 6/26/2017 12:12 PM |
| 2 | J'aime les discussions en petits groupes, mais parfois, je trouve qu'on pourrait aller plus loin si on avait aussi de l'espace pour délibérer en grand groupe   | 6/26/2017 12:10 PM |
| 3 | I'm very pleased to have had this opportunity. Thank you.   | 5/16/2017 1:26 PM  |
| 4 | This was an excellent experience because the discussions were able to dig deeper and come up with thoughtful and achievable recommendations. I had the feeling when the day was done that it had actually accomplished something; it wasn't just another dog-and-pony show. | 5/16/2017 10:12 AM |