MARCH 20, 2014

WINNIPEG SITE EVALUATION – INTELLIGENT COMMUNITY OF THE YEAR BRIEFING

APRIL 6TH TO APRIL 8TH, 2014

ECONOMIC DEVELOPMENT Winnipeg

Intelligent Communities Forum (ICF)

Winnipeg Site Evaluation -Intelligent Community of the Year

Background

Intelligent Communities are those which have – whether through crisis or foresight – come to understand the challenges of the Broadband Economy, and are taking actions that will create an economy capable of creating wealth, jobs and also addressing social change. They are big and small communities located in developing nations as well as industrialized ones. By focusing on wealth creation and prosperity, Intelligent Communities use ICT-driven initiatives as springboards to give more people the chance to participate in the world's knowledge-based digital economy, instead of being overtaken or made redundant by progress.

To study and promote the best practices of the world's Intelligent Communities as they adapt to the demands and seize the opportunities presented by information and communications technology is the Intelligent Community Forum (ICF). To help communities build prosperous economies, solve social problems and enrich local cultures, this think tank conducts research, hosts events, publishes newsletters and books, and produces its high-profile international awards program. The ICF seeks to share the best practices of the world's Intelligent Communities in adapting to the demands of the Broadband Economy, in order to help communities everywhere find sustainable renewal and growth.

ICF Awards

Each year, the ICF presents an awards program for Intelligent Communities and the public-sector and private-sector partners who contribute to them. The goals of the awards program is to salute the accomplishments of communities in developing local prosperity and inclusion in the Broadband Economy, and to gather data for ICF's research programs. The ICF also selects a theme each year to supplement the Intelligent Community Indicators on which the selection of the Smart21, Top7 and Intelligent Community of the Year is based.

The program involves three distinct phases. The first is the selection of the top 21 communities, the Smart21, selected based on a set of key Intelligent Community Indicators – broadband connectivity, knowledge workforce, innovation, digital inclusion and marketing and advocacy. The next phase requires each of the Smart21 communities to submit a detailed account of their indicator projects and programs and from there, the Top7 communities are selected. During the final stage of the selection process, one of the Top7 is selected as the Intelligent Community of the Year. There have been 15 global communities designated as Intelligent Community of the Year by the ICF since 1999.

Winnipeg Top7 Intelligent Community

Winnipeg has earned a spot on the ICF's list of the Smart21 for 4 years in a row and this year marks the first year Winnipeg has been named to the Top7. The seven diverse communities chosen include three from Canada, two from the United States and two from Taiwan. This honour follows Winnipeg's selection in October 2013 as a Smart21 Community of 2014, which narrowed a competitive field of nearly 400 submissions down to the 21 most compelling cities.

The ICF judging panel isolated several key reasons why Winnipeg made its first appearance on the Top7 list this year. The following differentiators are among the highlights; the deployment of, access to, and use of broadband in Winnipeg is demonstrated by the following three projects:

1) University of Winnipeg's Cisco TelePresence System
2) Manitoba Regional Advanced Network (MRnet)
3) Pembina Trails School Division Fibre Optic Network.

All three emphasize how broadband connectivity has enhanced their operational efficiencies in research and education and the ability to connect globally.

The following is a selection of some of the projects that were highlighted in the Top7 submission:

Winnipeg's efforts in creating its knowledge-based workforce was clearly demonstrated by the achievements made by the Manitoba Network for Science and Technology (Mindset), an organization that focuses on helping K-12 students embrace science, technology and innovation. Several projects were noted from satellite launching to video game development.

The joint Red River College, University of Manitoba and Standard Aero program at the Centre for Aerospace Technology and Training was submitted to showcase the creation of a workforce that meets the needs of our aerospace industry. Red River College's Technology Management Program supplemented the technical workforce development component. Partnerships were also formed linking employers like Canadian Tire to the University of Winnipeg, the Information Communication and Technologies Association of Manitoba (ICTAM) and other public-private groups to improve the supply of skilled employees. The Digital Voices Project, which originated at Winnipeg's largest secondary school, creates an inner-city school environment that provides students with digital skills training using the latest cutting-edge digital technology. The objective is to springboard the students into post-secondary or employment opportunities.

Innovation was strongly portrayed as the cornerstone of Winnipeg's economic development plans. Key stakeholder partnerships from business, academia, research, government and finance led to the creation of a local dynamic innovation ecosystem. Several components were highlighted including the Eureka Project, AssentWorks, and the Manitoba Vehicle Technology Centre. Innovative work by the Composites Innovation Centre, which has developed high-performance composites based on agricultural materials like hemp and flax, thereby reducing costs for employers like Boeing and Magellan Aerospace was emphasized. The global robotic software developers, Cogmation Robotics, the 3D Printed Car – Urbee, and a cleantech software company, Invenia were also presented as examples of local business innovation. Innovation by local government was showcased with the City of Winnipeg's iBus - Winnipeg Transit's Intelligent Transportation System Technology, Aboriginal Youth Strategy and the Our Winnipeg / Speak-Up Winnipeg initiative.

Intelligent Communities promote digital inclusion by creating policies and programs that provide "have-nots" with access to digital technology and broadband. Winnipeg made a strong commitment to digital inclusion in several areas. The University of Winnipeg's Wii Chiiwaakanak Learning Centre established a drop-in facility for inner-city residents, where visitors benefit from free computer access as well as academic, traditional language and homework help programs. This supplements the free Internet access and ICT workshops available throughout the Winnipeg library system. For newcomers to Winnipeg there

is access to EnglishOnline, a self-directed learning network that provides a digital solution to learn the English language, especially for those who cannot access regular programming.

To promote the development of Winnipeg's innovative ecosystem, government agencies, businesses and institutions provide financial assistance and specific training programs. These are typically delivered by ICTAM, New Media Manitoba and the Life Science Association of Manitoba. Access to capital and tax credit programs are also offered by the federal and provincial governments. Entrepreneurial support is provided by the start-up and business incubators and research institutions.

2014 ICF Theme – Community as Canvas

The theme for the 2014 ICF Awards cycle is about the power of culture and how it helps the transformation of cities into Intelligent Communities. This "Community as Canvas" theme looks at three aspects of culture in the Intelligent Community: local art and craftwork, heritage and attitude.

Local art and craftwork is an intangible asset and has helped transform Winnipeg into an Intelligent Community. The Exchange District, serves as our crown jewel, providing an aesthetic enrichment of our history and architecture that presents us with a sense of place of who were are and where we came from. This gives us vibrancy and character and represents an enduring legacy that has curated a rich neighbourhood of artists and cultural festivals. A creative cluster spawns from this locale made up of film and sound productions, musicians and digital media specialists. Winnipeg's thriving arts and culture scene inspired an independent film from two Winnipeggers (James Swirsky and Lisanne Pajot) called Indie Game: The Movie, which went on to win awards at the Sundance Film Festival and was a New York Times Critic's Pick.

Our history and traditions help us understand where we belong in our changing world. Verbal storytelling among our aboriginal population has long been a way of assuring their culture and history is conveyed to successive generations. To maintain their traditional roots and values, the Aboriginal Peoples Television Network (APTN) through their innovative program, "Digital Drum", an online gathering place for the young Aboriginal person, a place to inspire one another, instill pride and express identity.

The attitude of Winnipeg forms the launch pad for every community program and project. It helps determine how readily new ideas are accepted. It also supplies our vision of the future and builds support for it. This is the "pluckiness" of our people. Winnipeggers have always accepted that if anything exceptional is expected to happen here, it must be executed locally; exhibiting a strong do-it-yourself ethos of pitching in and of working together to create new opportunities. This attitude helped launch a few of our world class institutions, the Royal Winnipeg Ballet, the Winnipeg Art Gallery, and the Winnipeg Symphony Orchestra.

John Jung Biography

ICF Judge visiting Winnipeg April 6th-8th 2014



Economic Development Winnipeg is hosting ICF judge, John Jung, Chairman and Co-Founder of Intelligent Community Forum, April 6th-8th, as the final component in the competition selection process. During this site visit, Winnipeg's submission report claims will be validated and the community will be judged against its Top7 peers. This site visit allows ICF to better understand Winnipeg's challenges, strategies and progress, and determine the level of commitment amongst political, business and institutional leaders to becoming an Intelligent Community.

John G. Jung is an award-winning registered urban planner, urban designer, economic developer and global speaker on planning, development, urban design and economic development related issues, especially related to "Intelligent Communities." He is a co-author of two books and countless papers and keynote presentations around the world. He is a graduate of the University of Waterloo (Canada) in Urban and Regional Planning and holds a Masters in Urban Design from the University of Manchester (UK). John also received honorary degrees for his international work from international universities in New Delhi, India; Kunming, China; and Chongqing, China. He is also the CEO of Canada's Technology Triangle.

- John is Chairman and Co-Founder of the global think-tank called the "Intelligent Community Forum" (ICF) (www.intelligentcommunity.org) headquartered in New York City.
- First President of the newly formed association of Intelligent Communities known as the Intelligent Community Forum Foundation (ICFF) representing a league of about 140 intelligent communities around the world.
- Published work on urban development, urban design, planning and economic development and addressed audiences worldwide on the topics of economic development, smart cities and international marketing of cities and urban regions.
- Co-author of Broadband Economies and Seizing Our Destiny, a series of books coming out annually on strategies for creating successful smart and intelligent cities.
- Leads several business development and trade missions abroad annually to emerging countries (China, India, and Brazil) as well as throughout Europe and North America.
- Led urban planning departments and has been President and CEO of Economic development organizations in Toronto, Calgary and Waterloo; advised several international leaders and heads of government; and led or contributed to several other global initiatives, including work on Cyberport in Hong Kong, Toronto's Waterfront and the Ontario Tech Corridor.
- John and his Co-Founders host an annual Summit in NYC focused on examining the Top 7 Intelligent Communities in the world for that year and organize conferences, seminars and workshops globally.
- Is currently CEO of Canada's Technology Triangle.

John has been covered by the international press and various business journals ranging from the BBC to NY Times, Wall Street Journal, Globe and Mail, Toronto Star, CNN, CBS, NBC, CTV and CBC, among others. He is also a regular columnist for a global newsletter and blogs in New York City, San Francisco and Ontario. John sits on several international and local boards and committees such as the University of Waterloo Accelerator, Pragma Council and Prosperity Council in the Waterloo Region and the Canadian Urban Institute in Toronto and the Canadian-Australian Chamber of Commerce.