

EDAC Awards August 14, 2023 — Submission Promotional Videos

Connected Saskatchewan Phase 2 —Digital Enablement

Purpose of Project

Goals:

- 1) To increase awareness and understanding for the importance of integrating connectivity planning at a local and regional level and its impact on the socio-economic future of the community and/or region.
- 2) To encourage community leaders to take action and direct their socio-economic future by engaging in broadband planning and implementation, including initiatives that enhance the quality of life and economic capacity of residents and businesses.

The Connected Saskatchewan Program is designed to support the socio-economic health and competitiveness of communities, First Nations, and regional organizations. Saskatchewan is an anomaly in North America with 773 incorporated municipalities and 70 First Nations, serving a population of 1.3 million people. Lack of inter-community co-operation and a reliance on the government telecommunication provider, is inhibiting the future competitiveness of communities, businesses and the province at large.

Via a **three phase program**, SEDA, works with municipal and First Nation leaders to determine the role they want to play in determining their digital future. With the support of our sponsors, Connected Saskatchewan assists communities in realizing short and long term socio-economic impacts of effective broadband infrastructure.

Target Audience: Formal and informal community leaders across Saskatchewan.

Phase I of the Connected Saskatchewan marketing program was focused on “Digital Readiness”.

It provides communities with a starting point for assessment, prioritization and action planning. Phase I components included: Website; Volume 1 of the Connectivity Toolkit; videos; digital/social media strategy; **three explainer videos**; promotional item. The Phase I explainer videos may be accessed at <https://connectedsask.ca/digital-readiness/>

Award Submission: Phase 2 Digital Enablement Explainer Videos

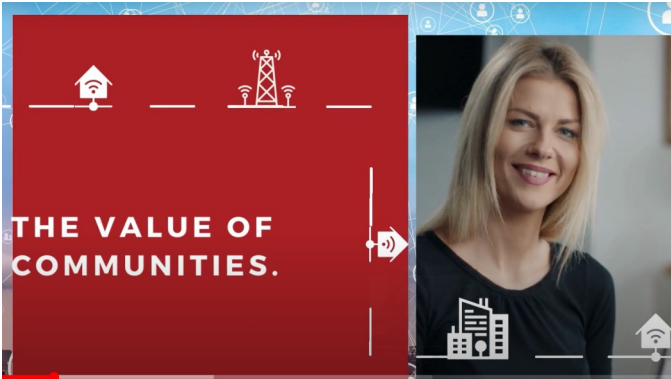
The second phase of the Connected Saskatchewan Program features Volume II of the Connectivity Toolkit; three explainer videos and a digital/social media strategy. Female moderators were used in the explainer videos, one Indigenous and two non- Indigenous. All three moderators are SEDA members representing a Chamber of Commerce; Regional College and a provincial Indigenous economic development organization.

Each video has a common message at the front of the video: The Saskatchewan Economic Development Alliance is leading the Connected Saskatchewan Program to support the health and sustainability of municipalities and First Nations.

Each video has a common close reinforcement message: Investing in connectivity is a choice for community leaders. With an abundance of bandwidth, we become open to new and exciting new possibilities. Individually – and collectively. To learn more, visit us at www.connectedsask.ca SEDA's programs & services are supported by corporate partners Flexnetworks (logo) and Sasktel(logo)

The Phase 2 program launched in fall of 2022 with videos running for one month each on Twitter; Facebook; Instagram and LinkedIn.

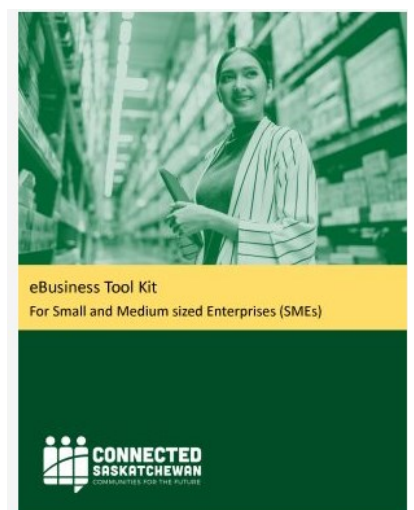
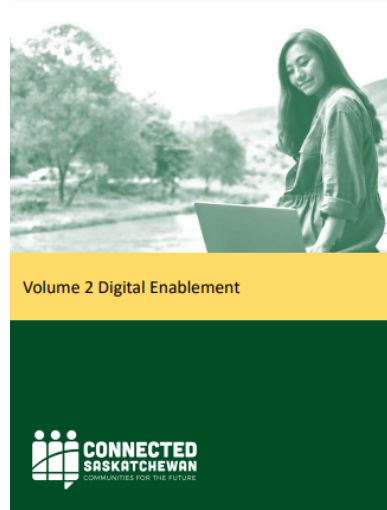
Both phase 1 and 2 video series have benefited from significant cross promotion exposure with the Canada Digital Adoption Program (CDAP)-Grow Your Business Online. SEDA is the Saskatchewan delivery agent for the CDAP program. Program information as well as the online application window are anchored on the Connected Saskatchewan micro-site. The micro-site had 6000 unique users over the last twelve months and 9000 landing page views.



Explainer Videos Phase 2 Digital Enablement

May be viewed online at:
<https://connectedsask.ca/digital-enablement/>

DIGITAL ENABLEMENT SUPPORTING RESOURCES: GUIDEBOOK & TOOLKIT



Script Video 1

The Saskatchewan Economic Development Alliance or SEDA, is leading the Connected Saskatchewan Program in support of the health and sustainability of municipalities and First Nations.

Communities are **more than a geography or a series of lines on a map**. Communities are diverse and include citizens young and old; local governments; farms and agriculture ventures; small and medium businesses in a variety of sectors; schools and academia, health care clinics and for some a hospital; a series of cultural and recreational venues and more. Indigenous communities have similar but unique needs, opportunities, and challenges.

We have the broadband technology to connect all residents and businesses. It is a moral, ethical, and philosophical question: who in our society gets access to humanity's most powerful tool, what does it get used for.

Technology may be the foundation of the internet, **but it must be leveraged** in order to make improvements in our daily lives. **Technology is the great equalizer**.

It is vital we act with urgency to create a digital enablement strategy for Saskatchewan residents and businesses. A strategy that **overcomes digital barriers**, engages local government, businesses, youth, seniors, and everyone in between, and enables community plans to move forward.

Investing in connectivity **is a choice for community leaders** and when this choice is made, we become open to new and exciting new possibilities. Individually – and collectively.

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Script Video 2

The Saskatchewan Economic Development Alliance or SEDA, is leading the Connected Saskatchewan Program in support of the health and sustainability of municipalities and First Nations.

Today we are faced with a number of **digital divides** that have socio-economic consequences on every aspect of our lives: availability; affordability; and knowledge.

From education to health care, to looking for work, to looking for love (36% of Canadians use online dating) **the internet becomes a significant differentiator** between those that are enabled, and those that are not.

Abundant internet, **without barriers**, leads to innovation, unconstrained growth and potential for much higher productivity, and improved quality of life. However, the opposite also holds true. **Without abundant internet**, the economy will be less than optimal, the quality of life will decline and the hollowing out of rural Canada will continue.

There is a perception that providing internet to every premise in the province is too expensive. While this investment may be significant, the **future cost** to society of not bridging the digital divides will be far greater. **Every citizen in the province** has a right to internet access at a level that meets their current socio-economic needs and creates equal opportunity for the future.

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Script Video 3

The Saskatchewan Economic Development Alliance or SEDA, is leading the Connected Saskatchewan Program in support of the health and sustainability of municipalities and First Nations.

It is vital we act with urgency to **create a digital enablement strategy** for Saskatchewan residents and businesses. To start **building an enabling strategy**, engage your community members - youth, seniors, governance, business and immigrants. **Each have their own needs, interests and roles in creating a digitally enabled community.**

Look to other nations, municipalities and economic development groups for precedent and how broadband was funded, developed, and maintained in their community or region. Identify community, business and internet service providers that could potentially **partner in broadband development.**

Isolate the challenges, barriers, needs and risks unique to your area including access to computers, the age of residents and distances between households.

Create opportunities for **organizations to cooperate**, such as having high school students teach seniors how to use the internet for school credit, or recreation centres and libraries teaching members of the community how to use their device.

And **remember to integrate cyber safety** into all digital enabling strategies.

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Social Media Posts

Engagement Rates across all channels

Feb 2023: 4.078%

March 2023: 3.57 %

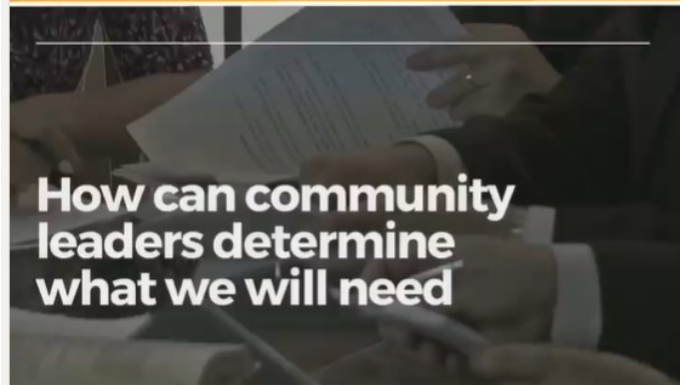
April 2023: 5.64%

May 2023: 5.51 %

Check out SEDA's YouTube Channel featuring the Connected Saskatchewan and Resilience Playlists. Here is one of the series of Connected Saskatchewan Digital Enablement Videos. Click the link to watch the full video. #SEDA #YouT ...see more



Watch now @sedask2023



Check us out on YouTube!

Have you seen SEDA's YouTube Channel? Click the link to watch the entire fourth video in the Connected Saskatchewan Series. #SEDA #YouTube
<https://lnkd.in/gmZfhyxm>



Watch now @sedask2023



Check us out on YouTube!