

Workshop 1.2

Reinforcing cultural vitality and the capacity for innovation, creation and knowledge

1. THE PROPOSAL

Montréal is a city of knowledge, a cultural and international metropolis renowned for its human capital, its capacity for innovation, its creativity, its vitality and its cultural diversity. The City offers a high-quality urban environment, whether in the downtown core or the boroughs, notably thanks to its exceptional cultural, educational, communications and research infrastructures that are open to the world.

In the context of the new knowledge economy, the globalization of markets and fast-paced technological and scientific change, Montréal must reinforce its vocation as a city of culture and knowledge by creating an environment in which its citizens, institutions, and socio-economic partners are mobilized around the objective of promoting learning, the development of skills and talents, innovation, creation, the transfer of knowledge and awareness of heritage in all its forms.

This inclusive initiative must translate into a strategy specifically designed for Montréal that establishes the political, institutional and community partnerships required to reinforce its role as a city of creativity and knowledge that is plugged in to the 21st century.

The City of Montréal must assume its vocation as a city of knowledge and culture, and ensure its development, promotion, support and accessibility.

1.1 DESCRIPTION OF THE PROPOSAL

To make Montréal—city of culture and knowledge—a hub of innovation, excellence, creativity, skill, talent and learning, by means of a three-part strategy:

- The development and promotion of human capital and research
- The consolidation of the infrastructures necessary for the development and promotion of human capital and research
- The inclusive mobilization of all the dynamic forces of the new Montréal community, both at the borough level and city-wide

1.2 GOALS, ACTIONS AND MEASURES

1.2.1 **Goal 1: Invest in the development of skills and talent as well as in the continuous development of human capital.**

This first goal of the proposal requires the following action, which is associated with three actions:

FIRST ACTION OF GOAL 1

Mobilize and harmonize the resources and actions of the City's knowledge, economic, cultural and communications networks around a **global learning and cultural policy emphasizing access to knowledge, innovation and creativity**, constituting a strategic axis for the development of Montréal's human capital, skills and talent by means of a series of sectoral and municipal policies, programs and initiatives focusing mainly on cultural development, economic development, promotion of the City's cultural heritage and management of the territory.

MEASURE 1: *Following the Sommet, establish two projects: one for knowledge development through transfer, generation, valorization and access to knowledge; the other for cultural development. The work for these two projects must be done concurrently, in keeping with a schedule determined according to the individual dynamics of the networks involved.*

- MEASURE 2:** *By developing, under the auspices of the City, a permanent futurology unit to oversee a prospective and partnership initiative for the Montréal territory in the area of knowledge, innovation and creation. In its dual role as an observatory and a central point for joint action, it would be made up of multi-sectoral institutional and associative players and its aim would be to identify issues, build consensus, and orient structuring actions.*
- MEASURE 3:** *By increasing significantly, on a gradual basis until 2005, the funds made available to the Conseil des arts de Montréal, in order to make it a major strategic lever for the City's artistic development, while pursuing the aims of its mandate, notably as pertains to the emergence of emerging new artists, and the autonomy of its operations.*
- MEASURE 4:** *By establishing an intergovernmental agreement and a five-year investment plan for the City aimed at supporting the emergence of innovative and structuring projects that are exportable and that develop expertise and talent in Montréal, either through a variety of flexible learning paths that complement the missions of public institutions or through more sector-based processes of development and research such as:*
- specialized research institutes;*
 - chairs of excellence;*
 - international meetings and events;*
 - expertise exchange agreements;*
 - creation incubators;*
 - artist's centres and residences;*
 - internships;*
 - museums;*
 - heritage council;*
 - the project "Montréal, university centre"*
 - the reception of foreign students; traditional and non-traditional creation and dissemination areas promoting the integration and expression of the next generation of artists.*
- MEASURE 5:** *By identifying and developing, in complementarity with the City's six existing tourism centres, cultural*

and knowledge centres¹, city-wide and at the borough level, offering Montréal's creative citizens an identity-building and diversified milieu and a living environment that stimulates curiosity, discovery and exchange both on a day-to-day basis and through accessible and convivial cultural facilities and services, notably by means of:

- tax and regulatory incentives for private promoters;*
- projects for public cultural and heritage facilities and a better utilization of existing equipment;*
- enhancement of the urban environment;*
- original layout and signage;*
- regular and high-quality public activities;*
- regional, national and international promotion of the City's cultural and knowledge centres.*

1.2.2 Goal 2: Consolidate Montréal's organizational, institutional, communications and technical infrastructures in the area of knowledge and culture.

The second goal is broken down into two actions, which are associated with four measures.

FIRST ACTION OF THE SECOND GOAL:

Establish a network of public libraries, for all the island's residents, in the boroughs of the new City of Montréal that reflect its objective of positioning itself as an inclusive and multicultural metropolis of culture and knowledge.

MEASURE 6: *Define and apply a development strategy and a financing plan for the library network, with the aim, notably, of upgrading less well-off libraries and making major investments in human resources, sites, collections, facilities, networking and technological and computer upgrades, by ensuring complementarity of services between this network and the Bibliothèque nationale du Québec (BNQ).*

MEASURE 6.1: *Consolidate and complete, as required, the network devoted to the development of culture,*

¹ Le Quartier des spectacles, the site of the former Miron quarry in the Saint-Michel neighbourhood as well as the zone around the Lachine Canal are all examples of the development of cultural and knowledge centres.

learning and innovation in all the boroughs (Maisons de la culture, libraries, museums, theatres, concert or movie halls, exhibition centres, artists' centres, heritage sites, research centres, artists' residences, alternative premises, outdoor sites, etc.) in order to make quality cultural initiatives available to all residents.

SECOND ACTION OF GOAL 2:

Position Montréal firmly on the cutting edge by developing its technology network and digital infrastructures and by facilitating the flow of information between knowledge institutions and cultural institutions.

MEASURE 7: *Establish a vision and a development plan for technology networks and digital infrastructures in order to assert Montréal's status as a world-class city of culture and knowledge.²*

MEASURE 8: *Create the Internet portal for Montréal, City of Culture and Knowledge, including a virtual geographic map identifying and linking in a single network all existing players and resources in the areas of culture, knowledge and learning (digital platform).³*

MEASURE 9: *Implement a communications plan for Montréal, City of Culture and Knowledge, including the dissemination of the content of its portal, to Montréal citizens by a variety of means (Internet, television, directories, newspaper, mail, etc.).*

1.2.3 Goal 3: Reach out to, enlist the participation of and mobilize the entire population in an inclusive process aimed at extending access to knowledge and culture.

GOAL 3 ACTION:

² This designation incorporates the concept of learning city or region, which is increasingly common throughout Europe and the United States. The desire to place both individual and institutional innovation and learning at the heart of the development strategies of cities or regions is the defining feature of this concept of learning city or region.

³ By way of example, see the Internet site of the Nord-Pas-de-Calais region in France (<http://www.cr-npdc.fr/accueil.htm>).

Improve the quality and accessibility of local services and programming and encourage the involvement of the public in order to **significantly increase the participation and contribution of citizens** of all ages and linguistic and ethnocultural backgrounds, and of the various minority groups, in the development of the community, and **to encourage public use** of spaces and facilities related to knowledge, culture and Montréal's heritage.

MEASURE 10: *By establishing, within each borough, consultative committees on culture, knowledge and heritage, made up of local elected officials, citizens, organizations and professionals of these three sectors who will work together in defining orientations and development plans, as well as a central joint-action consultative body at the municipal level.*

MEASURE 11: *By developing, especially for young people, cultural initiation, education and learning-promotion programs to encourage them to stay in school, in partnership with the educational, cultural, scientific and community milieus, and the various levels of government (according to their respective jurisdictions), and private enterprise. "This measure must be taken into account in all projects involving culture and learning."*