



saskatchewan  
economic  
development week

# 2024 Economic Development Week Toolkit

MAY 6-10, 2024



#EconDevWeek2024

# Celebrating Saskatchewan Economic Development Week!

Under Proclamation by the Province of Saskatchewan, Saskatchewan Economic Development Week celebrates the interdependence of economic, environmental and social well-being.

Since 2016, SEDA and partner SIEDN have joined the International Economic Development Council in designating one week each May to increase awareness of local programs that create jobs, advance career development opportunities, and improve the quality of life in communities everywhere.

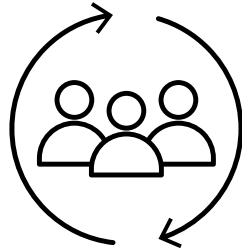
The Saskatchewan Economic Development Alliance (SEDA) and the Saskatchewan Indigenous Economic Development Network (SIEDN) encourage elected leaders and professionals to utilize this TOOLKIT to educate and celebrate community and economic development at a local and regional level.

## Inside the toolkit

- Steps for Inclusive Economic Development
- #EconDevWeek Social Media Strategy
- Celebration Ideas for #EconDevWeek
- Sample Resolution | *A document sample which can be passed by Municipal and First Nation Councils to help recognize Economic Development Week.*
- Sample Media Release | *A document sample that can be distributed to local and regional press outlets.*



# Inclusive Economic Development



There is an economic and moral imperative to the pursuit of inclusive growth. Evidence tells us that inequalities negatively impact economic growth prospects, demonstrated by decreased attainment of education and training, poorer health outcomes and social dislocations that carry increased costs and burdens. We need all who want to participate in their economies to be able to do so. No one group or community has solved the problem, and no one solution is appropriate for all communities. Together businesses, institutions and governments—need the creativity, perspective, and economic input of all to prosper.

## Steps you can take for Inclusive Economic Development

- Take the time to be curious and develop an understanding of Indigenous ways of knowing and being
- Develop a framework for strengthened partnerships between your organization and Indigenous governments for community economic development and well-being.
- Build local relationships with First Nations to support indigenous economies and economic development opportunities
- Use traditional indigenous economic principles to work towards sustainable, effective, and comprehensive community economic development

# Social Media Strategy

use these hashtags!



#EconDevWeek #QualityOfLife  
#EDW2024 #InclusiveEcDev

Chances are most people in your area are avid social media users. Quickly and effectively connect and celebrate with one another during Economic Development Week events with photos and videos on Twitter, Instagram, Facebook and LinkedIn. Be sure to use the official hashtags and tag the PARTNERS (listed below) to ensure your peers across the province see your postings. Using the official hashtag also allows us to share, repost and retweet your messages.



Twitter: @saskecdevassoc

Instagram: @saskecdevassoc

Facebook: @SEDASaskatchewan

LinkedIn: Saskatchewan Economic Development Alliance



Twitter: @SFEDN



Twitter: @IEDCtweets  
Facebook: @iedconline



**Available at SEDA.ca**

## Fact Sheets:

“Why Invest in Good Times”  
“How Economic Development Programs Help”

## YouTube Video Links:

“Introduction to Economic Development for Elected Officials”  
“What is Economic Development”  
“Economic Development Matters”

*Download this image from our website to use on your social media accounts!*

# Social Media Strategy

## LINKEDIN & FACEBOOK

Here are some sample social media postings to get you started. Copy and past them to post to your social accounts. Make them unique by adding in your URL's, emoji's and more!

Post 1: Economic Development Week is from May 6-10. Visit us online. See what's planned. Prepare to participate. [\_URL\_] [\_PARTNER TAGS\_]

Post 2: We are thrilled to announce the 2024 dates for Economic Development Week; May 6-10; We're planning a set of activities that will showcase programs in our community that your business can take advantage of this year. Communities across the entire country are participating. See what's planned in our community and prepare to join us. [\_URL\_] [\_PARTNER TAGS\_]

Post 3: We're hosting a \_\_\_ event on \_\_\_ for the 2024 International #EconDevWeek Sign up here. [\_URL\_] [\_PARTNER TAGS\_]

Post 4: We helped \_\_\_ businesses in 2024. We're aiming to help \_\_\_ in 2025. Let's make sure your company is one of them. Learn about International Economic Development Week and how you can get involved with us! #EconDevWeek #EDW2024 #InclusiveEcDev [\_PARTNER TAGS\_]

## TWITTER & INSTAGRAM

Post 1: Celebrate Economic Development Week with [\_your community's name\_]. See what we've got planned. #EconDevWeek #QualityOfLife #EDW2024 #InclusiveEcDev [\_URL\_] [\_PARTNER TAGS\_]

Post 2: It's International Economic Development Week! Here's a photo of our team with a local business owner. #EconDevWeek #QualityOfLife #EDW2024 #InclusiveEcDev [\_PARTNER TAGS\_]

Post 3: Got big plans for your business? Come talk to our team in person! Check out the many ways we're celebrating International #EconDevWeek #QualityOfLife #EDW2024 #InclusiveEcDev [\_URL\_] [\_PARTNER TAGS\_]

Post 4: Join in on the fun! It's Economic Development Week across North America Here's what [\_your community name\_] is doing. #EconDevWeek #QualityOfLife #EDW2024 #InclusiveEcDev [\_URL\_] [\_PARTNER TAGS\_]

Post 5: Create a post, tag your Member of the Legislature in a tweet and incorporate the hashtag #EconDevWeek #InclusiveEcDev to raise their awareness within your individual community and beyond.



# Let's Celebrate

Join the provincial and international celebration by using the following hashtags in your social media channels: #EconDevWeek #QualityOfLife #EDW2024 #InclusiveEcDev

Be sure to tag SEDA and SIEDN in your posts .

1

List and promote via social, digital and local media the Top 10 Reasons why your community, First Nation or region is GREAT! Host a Photo or Video Contest and ask residents to share what they appreciate most.

2

Ask to serve as a GUEST BLOGGER during Economic Development Week and author a blog post. Topic examples include new projects, awards and recognitions, and program updates.

3

NEWSLETTER: Convey the importance of Economic Development Week and what it represents within your organization's regular communications or newsletter. Create an editorial calendar and include a series of articles to feature in your newsletter to build up anticipation.

4

Celebrate small to medium size businesses. SMEs aren't just crucial drivers of the Canada economy; they are at the heart of all of our communities. Give back to local businesses; say thank you.

5

Make May 6 to 10 a week for local leaders and staff to talk to local businesses. Set up a Business Walk initiative and ask your local businesses key questions on the state of their business, the local economy and how you can assist them to maintain during these challenging times. Contact SEDA for a Business Walk Resource Guide.

6

Engage in Action Planning. Break down that official or comprehensive plan into bite size action plans and mobilize for the future of your community. Reach out to your neighbouring communities and First Nations. Build a foundation or enhance a relationship that has already started. Start working together on small projects. #InclusiveEcDev

7

TAG your MLA's and MP's. Tag your MLA or MP in a tweet and incorporate the hashtag #EconDevWeek to raise their awareness within your individual community and beyond.

# Sample Resolution

Economic  
Development Week  
#EconDevWeek  
#EDW2024  
#QualityOfLife  
#InclusiveEcDev



WHEREAS, the Province of Saskatchewan has declared May 6 to 10, 2024 as Economic Development Week in Saskatchewan and May 6, 2024 as Indigenous Economic Development Day;

WHEREAS, community and economic developers promote economic well-being and quality of life for their communities by creating, retaining, and expanding businesses that facilitate growth, enhance wealth, and provide a stable tax base; and

WHEREAS, community and economic developers stimulate and incubate entrepreneurship in order to help establish the next generation of new businesses, which is the foundation of the Saskatchewan economy; and

WHEREAS, community and economic developers are engaged in a wide variety of settings including rural and urban, local, First Nation, provincial, and federal governments, public-private partnerships, chambers of commerce, universities, and a variety of other institutions; and

WHEREAS, community and economic developers attract and retain high-quality jobs, develop vibrant communities, and improve the quality of life in their regions; and

WHEREAS, community and economic developers work in the City/Town/Village/First Nation of \_\_\_\_\_ within the Province of Saskatchewan; and

NOW, THEREFORE, BE IT RESOLVED that the Mayor/Chief and —Council of the City/Town/Village/First Nation of \_\_\_\_\_ do hereby—  
Recognize May 6 – 10, 2024 as “Economic Development Week”





# Sample Media Release

Economic Development Week

#EconDevWeek #EDW2024 #QualityOfLife # InclusiveEcDev

CONTACT:

DATE:

(your community/First Nation name) Celebrates Economic Development Week from May 6-10, 2024.

Celebration to bring awareness for economic development —(your community name) Four key provincial organizations in Saskatchewan encouraging communities and First Nations to celebrate Economic Development Week May 6 to 10, 2024. The Saskatchewan Economic Development Alliance (SEDA), Saskatchewan Indigenous Economic Development Network (SIEDN), the —(insert organization or community name) are dedicated to serving community and economic developers.

These Saskatchewan organizations join the International Economic Development Council in celebrating Economic Development Week on an international scale. Economic Development Week is an opportunity to highlight the efforts and the importance of the economic development field. Community and Economic Developers are responsible for generating economic growth, creating better jobs for residents and facilitating an improved quality of life.

In Saskatchewan, May 6, 2024 has been proclaimed as Indigenous Economic Development Day. Join us in recognizing ‘economic development as a bridge to reconciliation’ and engage your neighbouring communities and First Nations in building a prosperous future together. Join SEDA and SIEDN in using the hashtag #InclusiveEcDev in your online and digital communication. Communities across North America have already recognized Economic Development Week and planned events in their cities. The Saskatchewan Partners have released Celebration Toolkit full of resources and suggestions to encourage communities to get involved.

Include activities your community or organization has planned here.