

# Growing communities one idea at a time.

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 Western Economic Diversification Canada / Diversification de l'économie de l'Ouest Canada 

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## RURAL ECONOMIC DIVERSIFICATION INITIATIVE of BRITISH COLUMBIA

**Change is coming to rural BC**



**Are you working to change the face of your rural economy?**

Work with your Community Futures to access up to **\$200,000** in project funding!

**Community Futures** British Columbia 

Economic diversification is essential to ensuring the survival of our rural communities.

Diversification transforms rural economies by moving them away from primary activities (like logging or mining) and toward non-primary industries. This happens according to each region's strengths and opportunities. A strong, diversified economy is good for the entire province. Community Futures has believed this for over 20 years. Thanks to the REDI-BC program, Community Futures British Columbia can provide 60% of project costs, up to \$200,000, to support innovative rural diversification projects. We are looking for more than good business ideas. We want to foster a whole new way of thinking – one that encompasses diversification, sustainability, community innovation and growth.

### What is REDI-BC?

REDI-BC is a joint initiative between Western Economic Diversification Canada – BC Region and Community Futures British Columbia. The initiative will be in place until March 31, 2012, and will provide \$3 million to support economic development projects in rural BC.

### What kinds of projects are eligible?

To be eligible for funding, a project must focus on one or more of the following strategic areas:

- Technology commercialization
- Trade and investment
- Business productivity and competitiveness
- Rural diversification

### How is the funding awarded?

Community organizations, associations, private companies and government at all levels are encouraged to work with their local Community Futures to develop project ideas. Projects must have a broad impact and involve active partners with a stake in the growth and prosperity of their community. Projects will be evaluated on the strength of their ideas, the opportunities they create for rural diversification, and the number of meaningful partnerships they include.

### How do I find out more?

All projects must be submitted through your local Community Futures office. To locate the Community Futures nearest you, go to [www.communityfutures.ca/provincial/bc](http://www.communityfutures.ca/provincial/bc)

### About Community Futures

Community Futures are non-profit organizations engaged in helping rural entrepreneurship through community-based economic development. BC is home to 34 independently run Community Futures offices. They have helped build strong, diversified rural economies for over 20 years.



Change is coming to rural BC. Be part of it.