

CONNECTNORTH: NORTHERN ONTARIO'S NEWEST ECONOMIC DEVELOPMENT TOOL

MAY 3RD , 2022



Land Acknowledgement | Reconnaissance des territoires traditionnels

We recognize and appreciate the historic connection that Indigenous people have to these territories. We support their efforts to sustain and grow their nations. We also recognize the contributions that they have made in shaping and strengthening local communities, the province, and Canada.

Nous reconnaissons et apprécions le lien historique que les peuples autochtones entretiennent avec ces territoires. Nous reconnaissons les contributions qu'ils ont apportées pour façonner et renforcer ces communautés, la province et le pays dans son ensemble.

Land Acknowledgement | Reconnaissance des territoires traditionnels

- **Thunder Bay** is on Robinson-Superior Treaty territory and the land is the traditional territory of the Anishnaabeg and Fort William First Nation.
 - **Sudbury** is on the Robinson-Huron Treaty territory and the land is the traditional territory of the Atikameksheng Anishnaabeg as well as Wahnapiatae First Nation.
 - **Kirkland Lake** is on the Robinson-Huron Treaty territory and the land is the traditional territory of Cree, Ojibway, and Algonquin Peoples.
- Celui de **Thunder Bay** sur le territoire visé par le Traité Robinson-Supérieur, sur le territoire traditionnel des Anishnaabeg.
 - Celui de **Sudbury** sur le territoire visé par le Traité Robinson-Huron, sur le territoire traditionnel des Atikameksheng Anishnaabeg.
 - Celui de **Kirkland Lake** sur le territoire du traité Robinson-Huron et la terre est le territoire traditionnel des peuples Cree, Ojibway et Algonquin.

Founding Partners / partenaires fondateurs



Ministry of
Agriculture, Food &
Rural Affairs



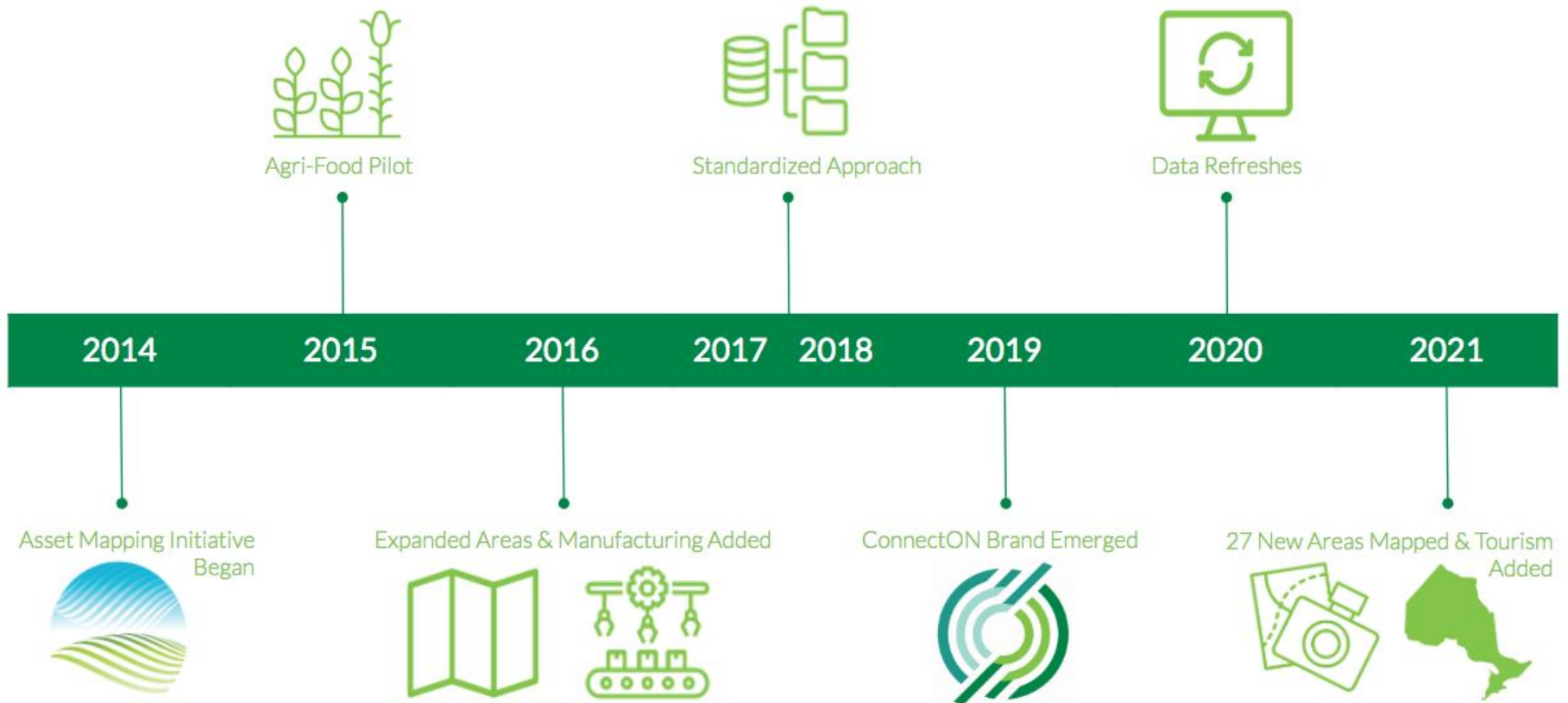
North Superior
Workforce Planning Board



GOLDEN HORSESHOE
**FOOD AND FARMING
ALLIANCE**

Working in partnership for a vibrant food and farming cluster

About ConnectON



Goals for the Northern Ontario Expansion

- Strong engagement across Northern Ontario
- Additional data added to ConnectON across all three sectors
- Potential add other sectors
- Northern Ontario user examples that support investment, business retention and growth in Northern Ontario

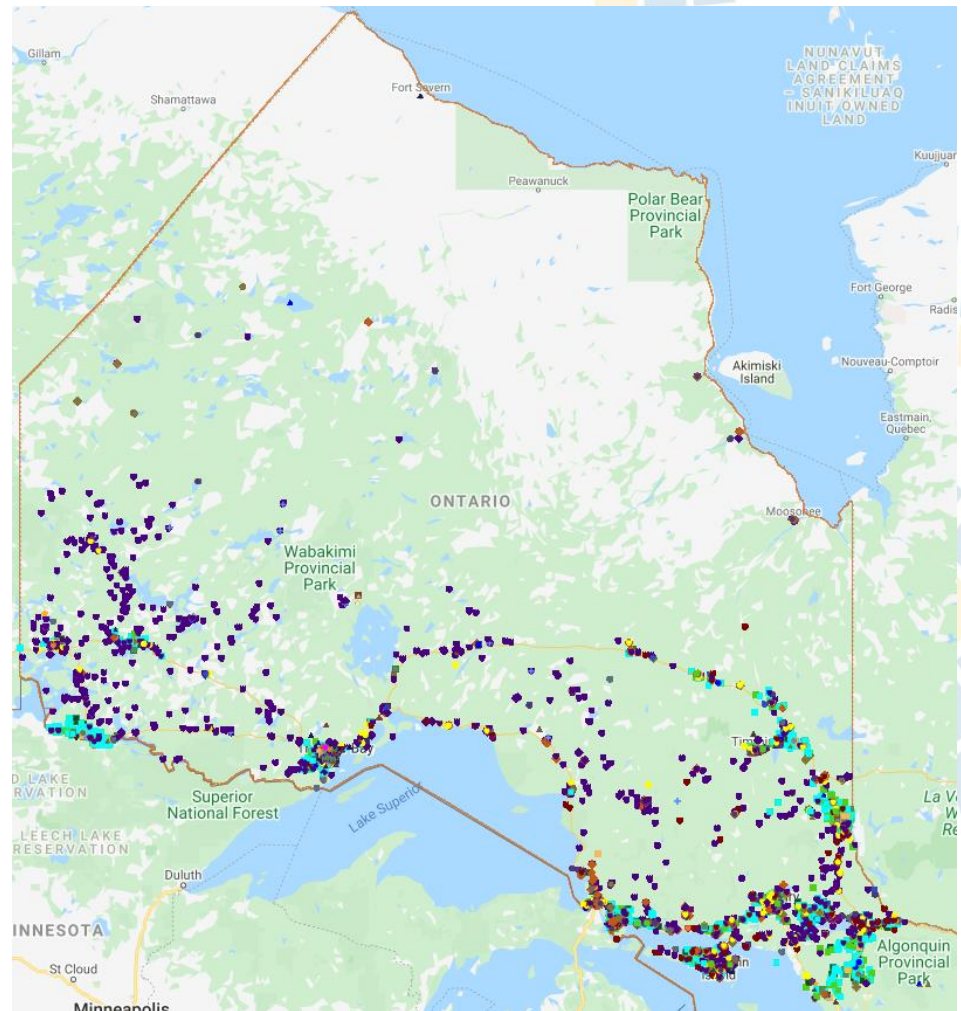


Image: ConnectON Map of Northern Ontario agri-food, manufacturing, tourism assets



ConnectNORTH

ConnectNORD

Website/Site Web: <https://www.northernpolicy.ca/connectnorth>
Email/Courriel: connectnorth@northernpolicy.ca

What is ConnectNORTH? / C'est quoi ConnectNORTH?

- Subscription-based service
- Modelled after NODC
- GIS based supply chain mapping tool
- ConnectNORTH brings 'ConnectON' platform to NO
- Service sur abonnement
- Modelé sur le NODC
- Outil de cartographie de la chaîne d'approvisionnement basé sur le SIG
- ConnectNORTH introduit la plateforme "ConnectON" à NO

Annual Membership Fees / cotisation annuelle

Size (community, agency, organization / communauté, agence, organisation)	\$ per year / \$ par année	# Users / utilisateurs
Small / petit	\$300	2
Medium / moyen	\$600	4
Large / grand	\$1200	8
Partners or Data Contributors / Partenaires ou fournisseurs de données	n/a	5

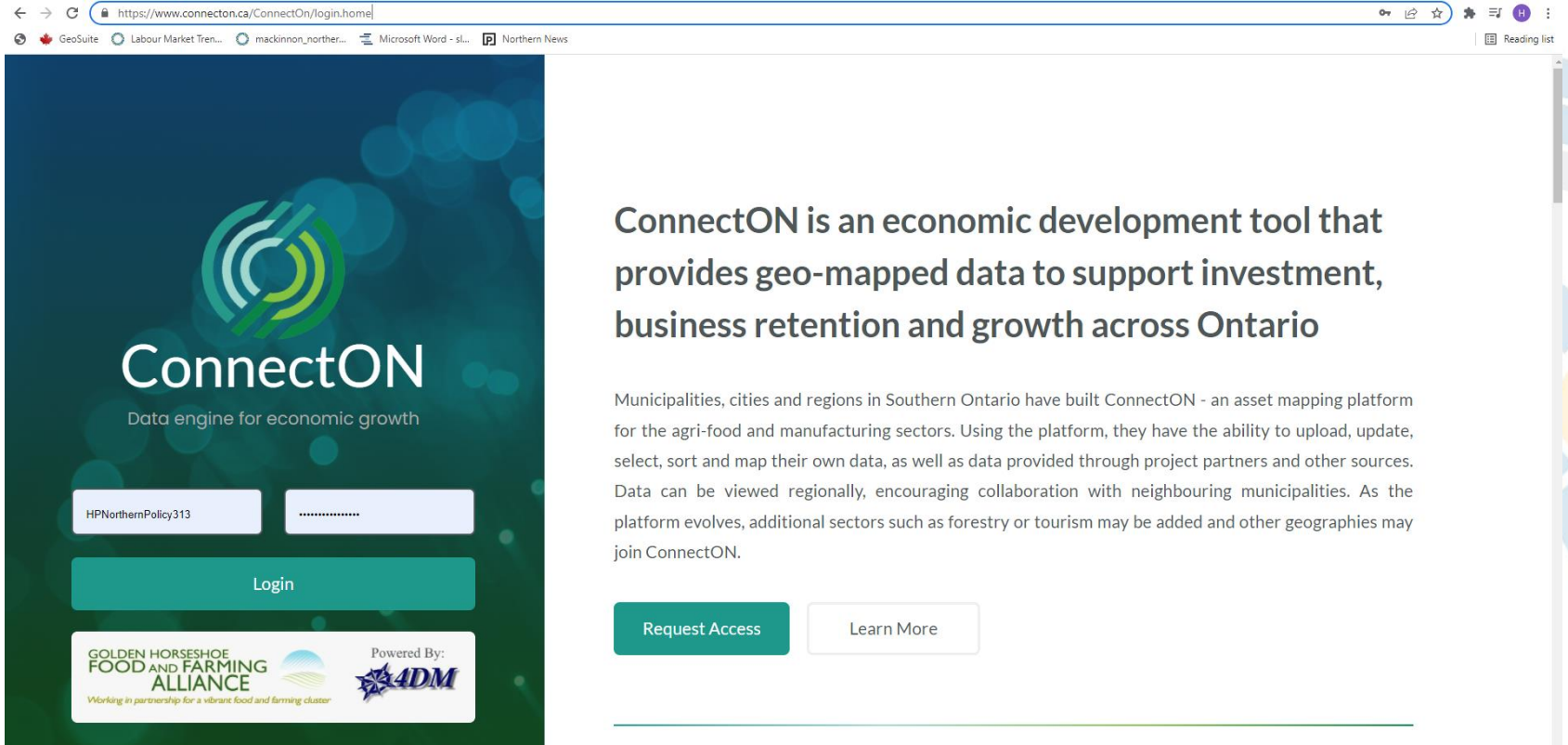
Members with NODC subscription: 5% discount / Membres avec abonnement au CNDO : 5% de réduction

How to Become a Member Organisation / Comment devenir une organisation membre

1. **Visit** website OR **email** us directly
2. **Sign** our 'ConnectNORTH User Access Agreement'
3. **Receive** login credentials
4. **Login** to platform and explore!

1. Visitez le site web ou envoyez-nous un **courriel** directement
2. Signez notre 'Accord d'accès utilisateur ConnectNORTH'.
3. **Recevez** vos identifiants de connexion
4. **Connectez-vous** à la plateforme et explorez !

How to Access the ConnectON Platform / Comment accéder à la plateforme ConnectON



The screenshot shows a web browser window with the URL <https://www.connecton.ca/ConnectOn/login.home>. The browser's address bar and tabs are visible at the top. The main content area features a dark blue background with a green and white logo consisting of concentric circles and a stylized 'C'. Below the logo, the text 'ConnectON' is displayed in large white letters, followed by 'Data engine for economic growth' in smaller white text. There are two input fields: the first contains the text 'HPNorthernPolicy313' and the second contains a series of dots representing a password. Below these fields is a large green 'Login' button. At the bottom of the login area, there are two logos: 'GOLDEN HORSESHOE FOOD AND FARMING ALLIANCE' with the tagline 'Working in partnership for a vibrant food and farming cluster', and 'Powered By: 4DM'. To the right of the login area, there is a heading 'ConnectON is an economic development tool that provides geo-mapped data to support investment, business retention and growth across Ontario'. Below this heading is a paragraph of text: 'Municipalities, cities and regions in Southern Ontario have built ConnectON - an asset mapping platform for the agri-food and manufacturing sectors. Using the platform, they have the ability to upload, update, select, sort and map their own data, as well as data provided through project partners and other sources. Data can be viewed regionally, encouraging collaboration with neighbouring municipalities. As the platform evolves, additional sectors such as forestry or tourism may be added and other geographies may join ConnectON.' At the bottom of this section are two buttons: a green 'Request Access' button and a white 'Learn More' button.

ConnectON is an economic development tool that provides geo-mapped data to support investment, business retention and growth across Ontario

Municipalities, cities and regions in Southern Ontario have built ConnectON - an asset mapping platform for the agri-food and manufacturing sectors. Using the platform, they have the ability to upload, update, select, sort and map their own data, as well as data provided through project partners and other sources. Data can be viewed regionally, encouraging collaboration with neighbouring municipalities. As the platform evolves, additional sectors such as forestry or tourism may be added and other geographies may join ConnectON.

[Request Access](#) [Learn More](#)

ConnectON Platform: <https://www.connecton.ca/>

How to Use ConnectNORTH / Comment utiliser ConnectNORD

- Economic development planning
- Strategic and policy development
- Emergency preparedness and response
- **User examples:**
 - Medium and large sized animal vet clinics (OMAFRA)
 - Abattoir in North Bay (OMAFRA)
- Planification du développement économique
- Développement stratégique et politique
- Préparation et réponse aux situations d'urgence
- **Exemples d'utilisateurs :**
 - Cliniques vétérinaires pour animaux de taille moyenne et grande (MAAARO)
 - Abattoir à North Bay (MAAARO)

ConnectNORTH: Project Overview / ConnectNORD : Aperçu du projet

- **7,500+** business assets
- 3 industry sectors:
 - Agri-Food = **3,826**
 - Manufacturing = **2,840**
 - Tourism (pilot sector) = **3,505**
- **AND COUNTING!**
- **All** assets assigned NAICS code

- Plus de **7 500** actifs commerciaux
- 3 secteurs d'activité
 - Agroalimentaire = **3 826**
 - l'industrie manufacturière = **2 840**
 - Tourisme (secteur pilote) = **3 505**
- **ET ON COMPTE !**
- Code SCIAN attribué à **tous** les actifs

ConnectNORTH: Data Sources / ConnectNORD : Sources de données



ConnectNORTH Data Sources

Municipal Data



Business directories

Third Party Data



Destination Northern Ontario
FarmNorth

Open Source Data



Trillium Network for Advanced
Manufacturing, University of Guelph
Northern Ontario Farm Services Map

Other Government Data



Government of Canada
Indigenous Business Directory

OMAFRA Farm Business Registration Data

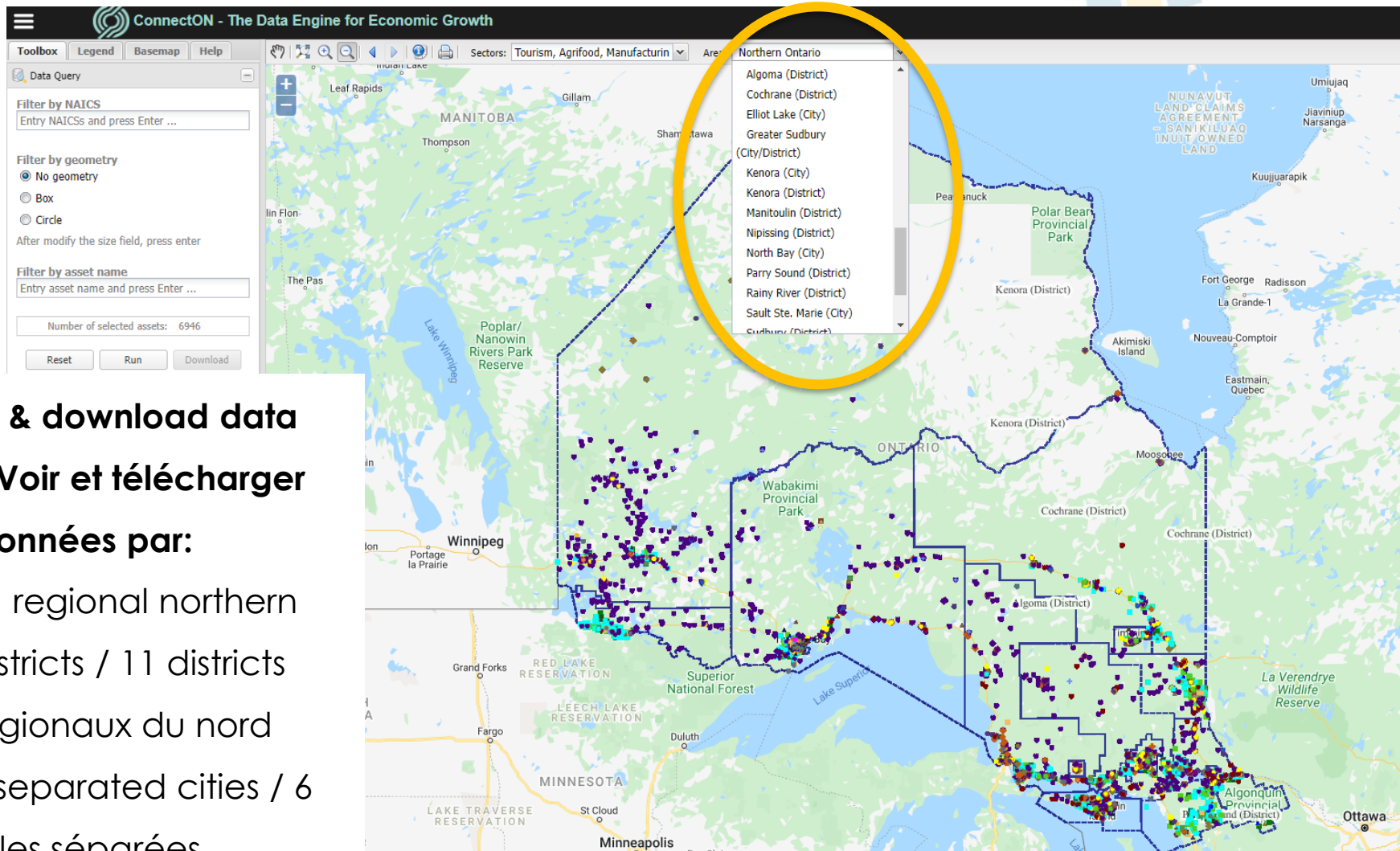


Indigenous Data Sources



Indigenous Tourism Ontario
Waubetek Business Development Corporation

ConnectON: Platform Features / ConnectON : Caractéristiques de la plate-forme

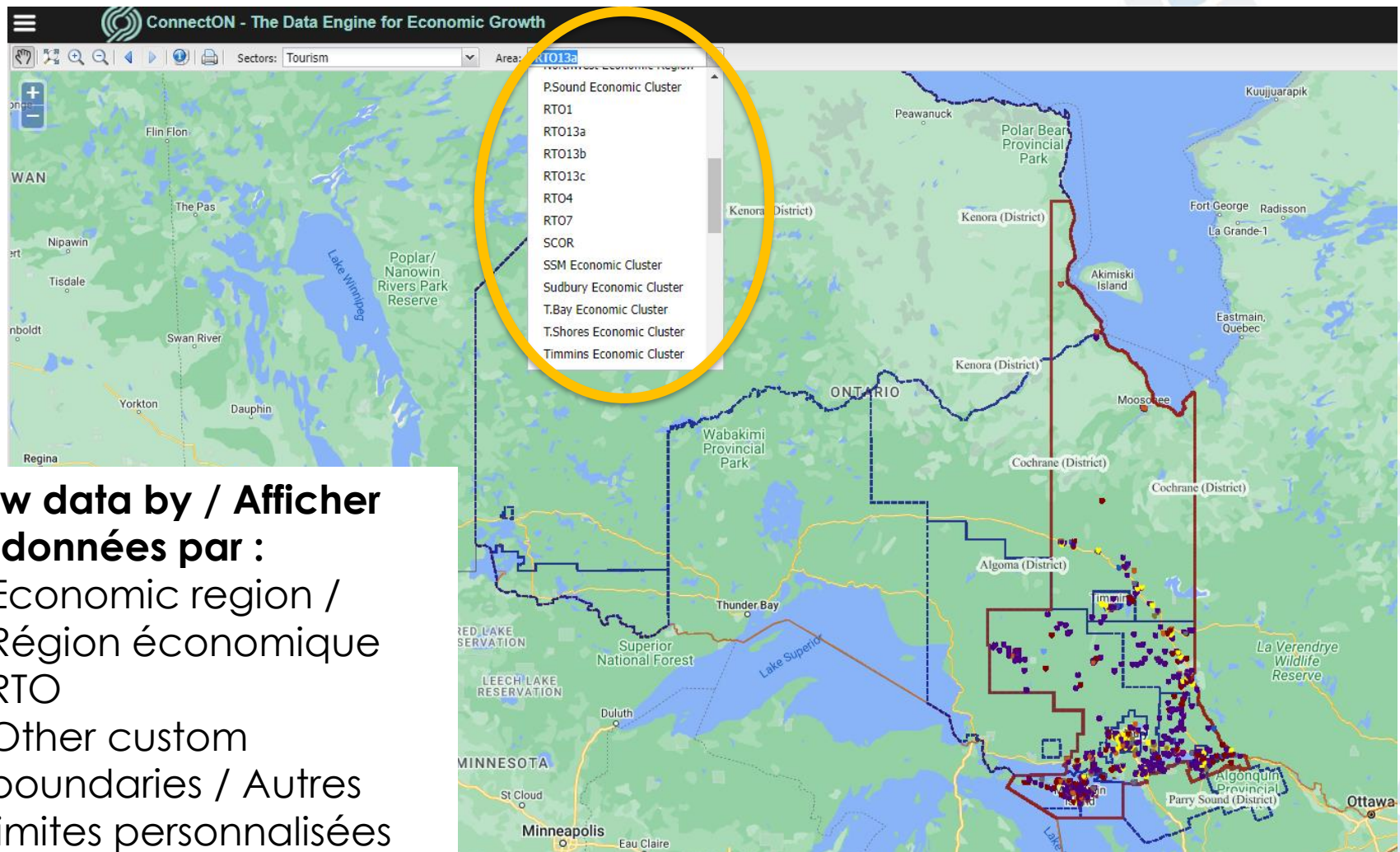


/
ateforme

download function



ConnectON: Platform Features / ConnectON : Caractéristiques de la plate-forme



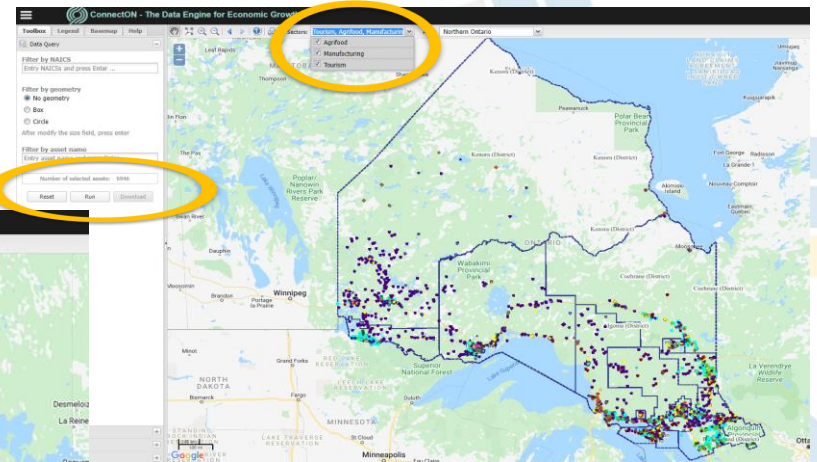
View data by / Afficher les données par :

- Economic region / Région économique
- RTO
- Other custom boundaries / Autres limites personnalisées

ConnectON: Platform Features (con't) / ConnectON : Caractéristiques de la plateforme (con't)

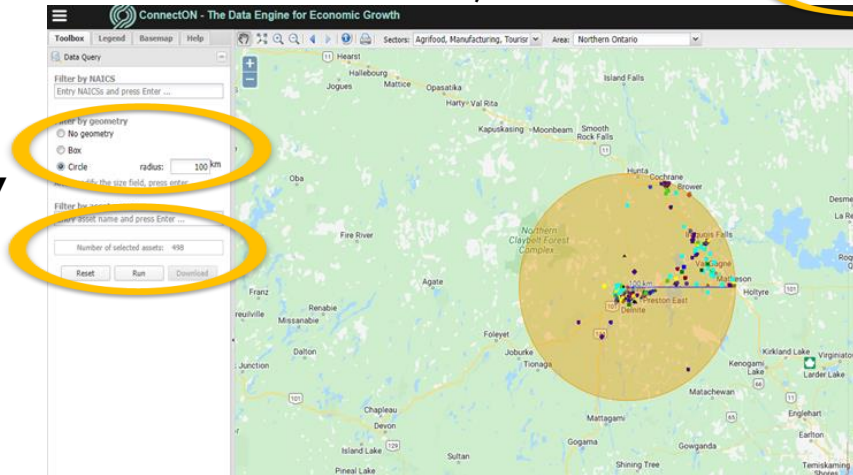
Filter by **industry sector**

7,500+ Assets



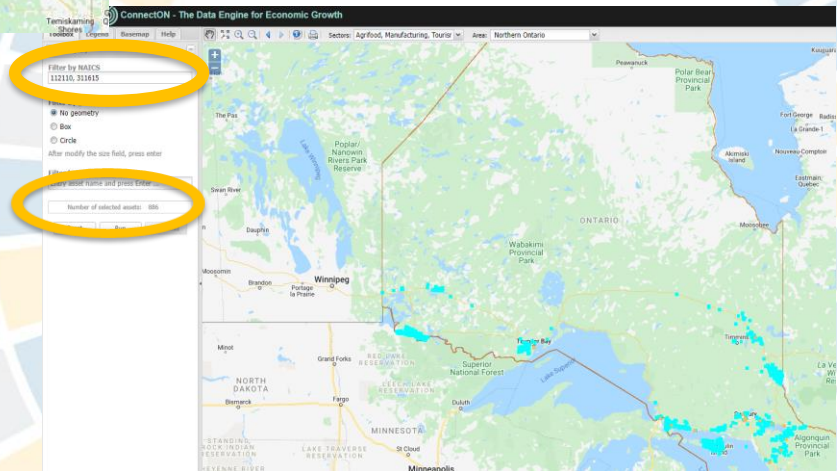
Filter by **geometry**

495 Assets



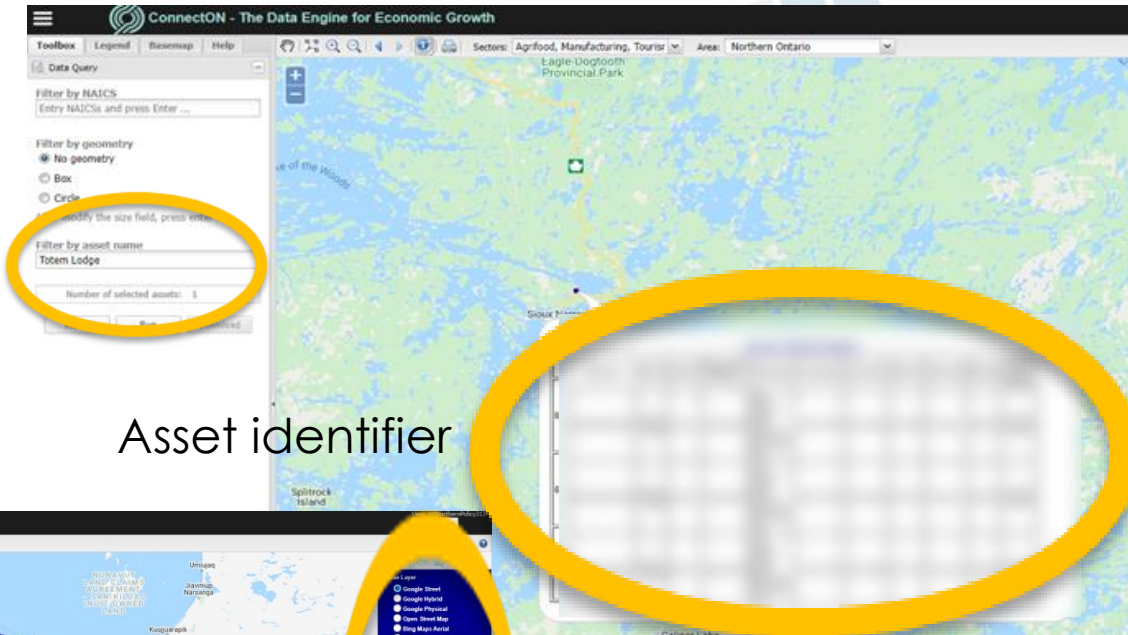
Filter by **NAICS**

886 Assets

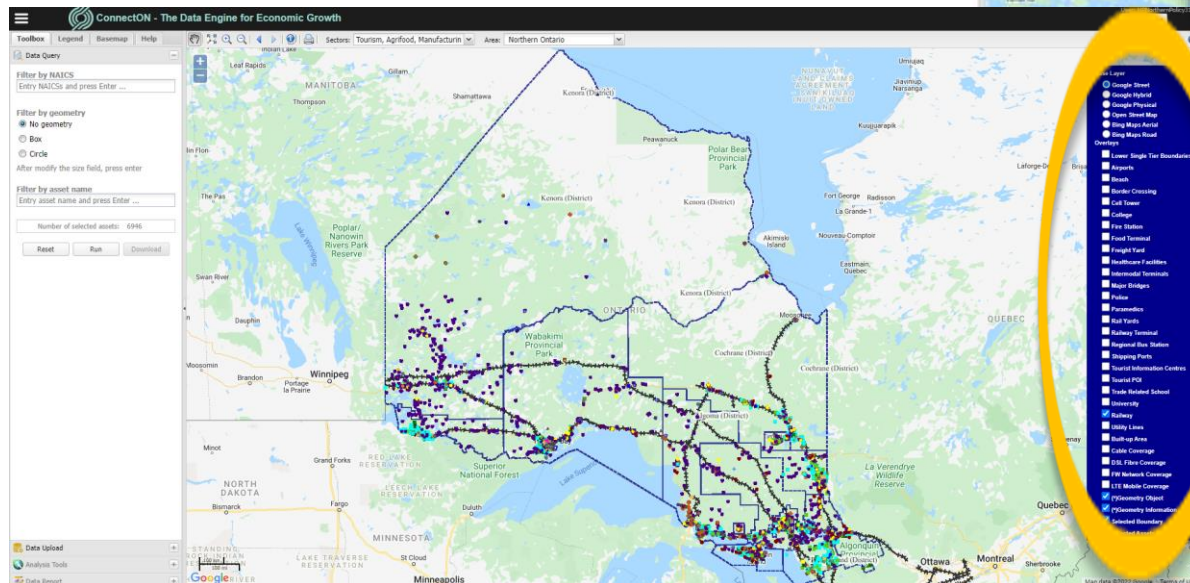


ConnectON: Platform Features (con't) / ConnectON : Caractéristiques de la plateforme (con't)

Filter by **asset name**
1 Asset



Asset identifier



Infrastructure overlays

ConnectNORTH: What comes next? / ConnectNORD : Quelle est la prochaine étape ?

- ConnectNORTH is **never complete!**
- Constantly evolving and improving!
- If you would like to become a **Data Provider**, please email connectnorth@northernpolicy.ca
- If you are in – or interested in – an **industry not currently included**, please email connectnorth@northernpolicy.ca
- ConnectNORTH **n'est jamais complet !**
- Il évolue et s'améliore constamment !
- Si vous souhaitez devenir un **fournisseur de données**, veuillez envoyer un courriel à connectnorth@northernpolicy.ca.
- Si vous êtes dans - ou intéressé par - **une industrie qui n'est pas actuellement incluse**, veuillez envoyer un courriel à connectnorth@northernpolicy.ca.

Looking Ahead / L'avenir

- Develop a reporting dashboard
 - Complete additional system enhancements
 - Refresh OMAFRA Food and Beverage Processing data
 - Expand industries included in ConnectON platform
 - Create additional user resources
 - Expand the number of northern Users
- Développer un tableau de bord de reporting
 - Apporter des améliorations supplémentaires au système
 - Rafraîchir les données du MAAARO sur la transformation des aliments et des boissons
 - Élargir les industries incluses dans la plateforme ConnectON
 - Créer des ressources supplémentaires pour les utilisateurs
 - Augmenter le nombre d'utilisateurs du Nord



Questions?

Website/Site Web: <https://www.northernpolicy.ca/connectnorth>
Email/Courriel: connectnorth@northernpolicy.ca

NORTHERN
POLICY INSTITUTE

INSTITUT DES POLITIQUES
DU NORD

Giwednong Aakomenjigewin Teg
b ΔC2-4σ-4' P·VΠδ' ΔC'9·ΔbΓ'
Institu dPolitik di Nor

Thank you. Marsee. Ρααḷḷḡḡḡ
Merci. Miigwech.

1 (807) 343-8956 | info@northernpolicy.ca

www.northernpolicy.ca



/NorthernPolicy