

## SEF CANADA LTD.

SEF Canada specializes in the development and economic diversification of communities, using a methodology that has been successfully employed in more than 300 communities worldwide in 6 continents. SEF makes it a priority to understand the needs of local communities, businesses and government – internal and external actors. We help build a high degree of trust among all stakeholders. SEF Canada teaches and guides communities to work with entrepreneurs in their own community, through its program called ED Entrepreneurial Development. It is a project fully employed on the ground, with ownership and responsibility in the hands of local citizens.

CREATING SUSTAINABLE ECONOMIC  
FUTURES SINCE 1997

## WHAT IS ENTREPRENEURSHIP DEVELOPMENT?

The Entrepreneurship Development Program (ED) is a tool designed for the economic development of the community. The greatness of ED comes from the willingness of the community to support the dreams and aspirations of the people who make it up. The program has been successfully implemented in both rural and urban communities, with a vast number of different challenges and circumstances.

## HISTORY OF ED

ED was developed from the best economic development programs. Our SEF team has over 30 years of experience in the personal business arena and since 1997, we have been intimately involved in the development, launch and implementation of economic development initiatives globally. ED is based on two fundamental principles, entrepreneurs are the root of development and need the tools just like large companies – the Universal Principles of Management. We know that these two factors can represent an important record of 80% success in the businesses undertaken and that last more than 5 years.

## WHY IS ED DIFFERENT?

For people to be able to express their ideas and energies, an extraordinary social infrastructure is required to provide a competent service in a confidential and friendly manner. Understanding barriers for would be or struggling entrepreneurs SEF's model is person centered approach which is customized to the client's needs. Our program recognizes that, although an individual may have the idea for a business opportunity, they may lack the necessary knowledge to undertake their idea. However, we believe that knowledge can be found and shared, and that is where the Facilitator becomes a great value.

ED complements the work of economic development practitioners, who have training, space, financial resources, etc. Facilitators organize and align clients with the resources they need when they need them. SEF has an extensive track record of results and successes that go beyond industry standards.



## UNIVERSAL MANAGEMENT PRINCIPLES

To help people succeed in business it is essential to share with them the Universal Principles of Management, which include understanding, business management fundamentals and external advisors. The fundamentals of business management take into account human nature and the understanding that it can be achieved when you do what you love. What must be specified is that to run a business requires enthusiasm, which resides on opposite sides of the brain, and the human being usually changes from one side or the other. This reveals the surprising fact that no one can run a business alone. Successful companies are generated when

outstanding individuals bring their unique skills together to deliver a beautiful product, with excellent marketing, rigorous financial controls and strong leadership, also known as the four pillars of success.

ED's Community Support team provides entrepreneurs with access to an incredible network of external advisors. These external consultants provide expertise and help. They also bring an outside perspective and knowledge of the community. With a strong management team in place and external support and advice, the entrepreneur is better able to succeed.

# CREATING OPPORTUNITIES THROUGH COMPANIES IN THE EXTRACTIVE INDUSTRY

Historically, extractive companies have made large contributions to the communities in which they operate by financing new infrastructure. Often, these efforts, while very well received, have not lasted beyond the life of the extractive project. This happens because the initiatives were imposed on the community and were not aligned with the needs and/or capacities of the locals to maintain them. All this culminates in a progressive decline once the support from the company is withdrawn. From our point of view, building the capacity of the community to help itself is a necessary condition for sustainable development. A community that learns how to help its own people transform their ideas into viable businesses is also a community that can benefit from better infrastructure, as it will have the resources to maintain them in the long run.

The extractive industry often provides an opportunity for communities to "turn their business around" and provide a wide range of services to businesses. Some of these opportunities fail to participate in projects because

some corporate practices create disadvantages for small suppliers. Small and medium-sized enterprises do not have the resources and support to make the most of these opportunities. To optimize the participation of these companies, barriers must be removed through communication channels and when building their capacity to provide.

Although it can be proven that such businesses can be extremely profitable during the life of the extractive project, once it ends, business typically declines in a short time because the corporation was its primary consumer. Facilitators can help expand the customer network of these businesses beyond the corporation, so that after the closure of the extractive project, the local economy can continue to grow.

The Entrepreneurship Development program makes it possible for local infrastructure and programs to be fully utilized and create an environment that values local initiatives and intelligence.

## RESULTS – TYPICAL RESULTS

This methodology has been introduced in approximately 300 communities. Based on experience, the Facilitator should help more or less 200 entrepreneurs/entrepreneurs per community each year, creating an average of 10 to 15 new businesses and 40 to 60 new jobs. The skills acquired by the Facilitator and volunteers endure over time. The sustainability rate of startups formed from the program is expected to be above 80% after 5 years. Impacts go beyond direct deliverables providing conventional multiplier effects and induced impacts of additional local spending in the economy.

Richard Jackson, also known as "Rocky", from northern BC in Canada, recalls vividly in his mind how the first proper engagement with SEF was being introduced to how SEF worked, how they helped communities with tools to develop businesses and community involvement. When asked about his hopes for the future, for himself and for his community, is greatly encouraged that SEF methodology and those it partners with, align. Rocky speaks of his great hope that his First Nations family, the Tahltan and others he is connected with, can become self-sufficient and sustainable.



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