



Réseau des villes francophones et francophiles d'Amérique

Strategic Plan 2019-2022



Founding cities



Managed by



Thanks to funding from



FFCN STATUS AND PROGRESS

Membership statistics

As at March 31, 2019, the FFCN has 152 member cities across 9 Canadian provinces, 17 U.S. states, Haiti, Martinique, and Guadeloupe.

Rendez-vous and interim working meetings: Connecting members for immediate impact

- Since its founding, the FFCN has met annually to set its vision and define member objectives. Meetings to date: founding Rendez-vous in Québec City in 2015 (Québec, Canada), interim working meeting in Lafayette in 2016 (Louisiana, U.S.), Rendez-vous in Québec City in 2017, interim working meeting in Grande Prairie in 2018 (Alberta, Canada), and Rendez-vous in Moncton in 2019 (New Brunswick, Canada).

Several cities have already expressed interest in hosting the FFCN's next couple gatherings:

- 2020: Interim working meeting in Winnipeg (Manitoba, Canada)
- 2021: Rendez-vous in Lafayette (Louisiana, U.S.)

Current collaborations and projects

A number of projects and collaborations are currently in the conception or development stage within the FFCN:

- **The Franco-Route of New England** connects the cities of Lewiston-Auburn (ME), Biddeford (ME), Manchester (NH), and Woonsocket (RI) across three U.S. states to tell the story of New England's French heritage. It has been supported by the FFCN since its inception.
- **Pilot project on economuseums and tourist routes** in three Franco-Albertan regions (Alberta, Canada): An agreement was signed between the Alberta Bilingual Municipalities Association (ABMA) and the Centre in September 2018 to begin this initiative, and a funding application was submitted.
- **Tourist route on the legacy of Louis Riel** (Manitoba, Canada), a francophone Métis ambassador for Manitoba and Western Canada: This project is being developed with the support of funding from Fondation de la langue française (Fonds Langelier).
- **Tourist routes in New Brunswick** (New Brunswick, Canada): This project is at the conception stage and is being developed in collaboration with FFCN based on an agreement signed between Association francophone des municipalités du Nouveau-Brunswick (AFMNB) and the Centre in January 2019. This project is being developed with the support of funding from Fondation de la langue française (Fonds Langelier).
- **Cultural exchanges:** The FFCN enables cities to build ties through projects that bring communities together. The City of Biddeford (Maine, U.S.) is doing just that with the City of Québec. Proud of his town's French roots, the mayor of Biddeford invited Québec City to participate in **La Kermesse Franco-Américaine Festival** in June 2018. Québec City answered the call with one of its up-and-coming musical artists. The following week, the mayor of Québec City welcomed the mayor of Biddeford as guest of honour at the July 3 celebrations.

Internships within the FFCN

Since 2017, thanks to an agreement with Les Offices jeunesse internationaux du Québec (Lojiq), FFCN member cities and partner organizations have had access to interns to develop projects related to the FFCN.

- In 2018 internships were completed at the Museum of Work and Culture (Woonsocket, U.S.), the Council for the Development of French in Louisiana (Louisiana, U.S.), and the City of Ottawa (Ontario, Canada).
- In 2019 internships were completed at the Museum of Work and Culture in Woonsocket (Rhode Island, U.S.), Association canadienne-française de l'Alberta (Edmonton chapter, Alberta, Canada), Assemblée communautaire fransaskoise (Saskatchewan, Canada), Museum L-A (Maine, U.S.), and the City of Lafayette (Louisiana, U.S.).

In 2008 the mayor of Québec City suggested creating a continental network for municipalities to share their history, heritage, experience, and expertise. The mayors of Moncton, New Brunswick (Canada), and Lafayette, Louisiana (U.S.) welcomed the idea. In 2015, the three founding cities joined forces with Centre de la francophonie des Amériques (the Centre)* to create the Francophone and Francophile Cities Network (FFCN). In July 2018, the Centre took over the operation of the FFCN as part of an agreement with the City of Québec. Its responsibilities include:

- Promote activities to develop the FFCN and its leadership to keep it going strong and demonstrate its benefits
- Consult with francophone and francophile cities, communities, and associations to draft and implement a strategic plan
- Assist FFCN members with their tourist routes and tours as well as any other project related to the FFCN's mission

THE FFCN'S APPROACH

The FFCN enables members to work together and collaborate to create links that generate tourism, economic, and cultural benefits for cities and their communities. It views La Francophonie as offering a unique development model based on productive ties and solid partnerships that benefit cities and francophone communities, where the development of some hinges on the vitality of others.

This three-year strategic plan (2019–2022) would use tourism to drive community development and transformation. This is an innovative approach designed to rally entire communities at a time when the tourism industry is booming.

Develop tourist routes and attractions that illustrate and celebrate francophone culture

Developing tourist routes draws on the experience of local communities. Member cities and their communities are encouraged to think about ways to create unique experiences for visitors based on their region's francophone heritage and four centuries of French history in the Americas. As operator of the FFCN, the Centre offers to help members develop their tourist routes and projects to grow their communities through a participatory, inclusive approach that respects cultural diversity.



Become an agent of change, creating a cultural and social footprint

The FFCN acts as an agent of change, using cultural tourism to boost community development and support a thriving local francophone culture that contributes to the community. Tourism in turn stimulates other development areas important to the FFCN, such as history, heritage, culture, the economy, and especially the social economy, and young people, who are increasingly engaged and mobile. The economy generated through the increase in tourist experiences and products and the promotion and use of tourist routes is not only profitable but also creates a sustainable cultural and social footprint. Lastly, the FFCN works to engage young people through innovation (internships, educational opportunities, youth forums, etc.) and spark a new, unifying conversation around what it means to live together well.

Website to give members visibility

A new website will be developed to boost visibility for members, their francophone heritage, and their tourist attractions. A members-only section will also provide access to innovative development tools they can use in their projects.

* From its mission statement: "Centre de la francophonie des Amériques helps promote and nurture the future of the French language in a context of cultural diversity by strengthening and enriching relations between francophones and francophiles from Québec, Canada, and elsewhere in the Americas and fostering complementary actions."

Vision

The Francophone and Francophile Cities Network is an innovative vehicle for economic, linguistic, cultural, and tourism development.

Mission

To be a network of francophone and francophile cities that dream up and develop collaborative projects, form partnerships, and forge ties that support economic, linguistic, cultural, and tourism development in member cities and reinforce the vitality of francophone communities while preserving their common heritage.

Principles

Authenticity • Cultural and social footprint • Inclusion • Public engagement • Celebrating La Francophonie • Solidarity

2019–2022 ACTION PLAN AND STRATEGIC OUTCOMES

Strategic outcome	Activities	Strategic objectives	Indicators	Targets
1 FFCN member cities collaborate to preserve and promote the roots, heritage, culture, and language of La Francophonie in the Americas	1 Management committee meetings (the three founding cities and the Centre)	<ul style="list-style-type: none"> Provide common, collaborative leadership Hold management committee meetings 	<ul style="list-style-type: none"> Attendance rate at management committee meetings 	2 meetings
	2 Rendez-vous and interim working meetings	<ul style="list-style-type: none"> Make the Rendez-vous (2019 and 2021) and interim working meetings (2020 and 2022) a stimulating forum for FFCN members Support the host city with suggested programming that meets member expectations Grow membership in FFCN 	<ul style="list-style-type: none"> Attendance rate of member cities and organizations at Rendez-vous and interim working meetings Number of municipal and community stakeholders involved in organizing meetings Number of new members Live and post-webcast view rates of activities on website Attendee satisfaction rate 	2 Rendez-vous (280 attendees/ 60 cities) and 2 working meetings (100 attendees/ 20 cities)
	3 Establish partnerships and collaborations	<ul style="list-style-type: none"> Sign agreements to develop projects and support the work and expansion of the FFCN 	<ul style="list-style-type: none"> Number of agreements with local or regional representatives Number of agreements with institutional partners (governments, foundations, education, etc.) 	3 regional agreements 2 institutional agreements

Strategic outcome		Activities	Strategic objectives	Indicators	Targets	
2	Through the FFCN, francophone and francophile cities are developing and offering unique tourist routes based on the historical, linguistic, heritage, genealogical, economic, and cultural ties between francophone cities across the Americas	4	Support pilot projects	<ul style="list-style-type: none"> Pilot tourist routes (New England, Alberta, New Brunswick) Create a list of specifications 	<ul style="list-style-type: none"> Number of proposed pilot projects Funding obtained for pilot projects 	3 pilots 1 specifications list
		5	Assist members with their tourist route projects	<ul style="list-style-type: none"> Support members in developing their tourist routes 	<ul style="list-style-type: none"> Number of tourist route projects implemented 	3 routes

Strategic outcome		Activities	Strategic objectives	Indicators	Targets	
3	FFCN member cities have access to new tools to help them develop and publicize their tourist routes and attractions and their cultural products	6	Methodology guide	<ul style="list-style-type: none"> Produce a living methodology guide for how to develop tourist routes 	<ul style="list-style-type: none"> Completion rate Usage rate 	1 guide 1 specifications list
		7	Website and newsletters	<ul style="list-style-type: none"> Refresh the Network's website Produce a newsletter for members 	<ul style="list-style-type: none"> Website and newsletter view rates Number of city profiles Number of routes, attractions, or cultural products publicized on the website 	1 site 12 newsletters 130 cities 4 routes
		8	Support and training program	<ul style="list-style-type: none"> Offer training in tourism development 	<ul style="list-style-type: none"> Number of training programs Enrolment rate Satisfaction rate 	2
		9	Research and innovation	<ul style="list-style-type: none"> Sign collaboration agreements with tourism research and educational institutions Distribute information about innovation in tourism development and La Francophonie 	<ul style="list-style-type: none"> Number of collaboration agreements Number of articles shared 	2 5
		10	Internships	<ul style="list-style-type: none"> Offer members interns to assist them with their development projects Give interns the tools they need to raise awareness among local stakeholders to meet the challenges of francophone tourism development 	<ul style="list-style-type: none"> Number of calls for internships offered Number of internships completed Renewal of Lojiq agreement 	18 8
		11	Share services and expertise among members (social responsibility)	<ul style="list-style-type: none"> Create a platform for sharing services (translation, consultation, etc.) 	<ul style="list-style-type: none"> Number of services offered Number of times services are used 	10 services

ADVANTAGES AND POTENTIAL BENEFITS OF MEMBERSHIP

Advantages

- Gain access to the only network of its kind in the Americas, where **lasting ties** can be built between cities and/or communities of all sizes through collaborations and partnerships in support of a strong, thriving Francophonie both locally and across the Americas.
- **Share resources and expertise** with other members.
- **Boost visibility for La Francophonie, the regions, and their attractions** across the Americas, and especially **amplify the visibility of smaller municipalities** through their francophone connection.
- Access innovative **tourism development tools** and **training** custom-created for members based on their particular situations and challenges.

Potential benefits

- Develops an **economy that is sustainable** because it mobilizes the entire community while respecting its diversity.
- Brings francophone and non-francophone residents **closer together**.
- **Revitalizes the French language** by creating services in French and developing francophone tourism.
- **Fosters pride** in celebrating local francophone heritage.
- Creates **jobs** to provide services related to the tourist routes and cultural products.
- **Retains** more young people (francophone and non-francophone).
- **Diversifies the economy** through community-building tourism projects.



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