



Nova Scotia Business Inc.

Opportunity. Growth. Prosperity.

French-language Services Plan

2021–2022

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Nova Scotia Business Inc.
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Ce document est également disponible en français sous le titre : « Plan de services en français 2021-2022 »

Message from the President & CEO

Nova Scotia Business Incorporated (NSBI), led by a private sector Board of Directors, is a key business development agency for the Province. NSBI's mandate is to help Nova Scotia businesses across the province grow exports through access to business advisory services, skill development and training to build export capacity, market intelligence, financing and support in accessing global markets, with a focus on developing new exporters and attracting innovative, globally competitive companies to establish a business location in Nova Scotia.

NSBI's mission drives economic momentum in Nova Scotia through attracting and expanding investment and developing businesses in all communities to be more successful exporters.

NSBI is proud of the Acadian and Francophone community, and its integral role in the culture and history of Nova Scotia. As a public institution designated in the French-language Services Regulations made under Section 10 of the French-language Services Act, NSBI is required to develop and publish an annual French-language Services Plan.

I am pleased to provide this plan for the 2021-2022 fiscal year.

Laurel Broten
President & CEO

What we're doing to contribute to the growth of the Acadian and francophone community

We recognize the importance of French-language services, and we endeavour to fulfil our responsibilities under the *French-language Services Act* and Regulations. We believe Nova Scotians should have access to services in French, and this plan demonstrates our commitment to ensuring our programs and services address the priorities expressed by the Acadian and francophone community. We greatly value our partnership with Acadian Affairs and Francophonie, which ensures a continued understanding of the unique needs of our province's Acadian and francophone community.

We encourage Nova Scotians to request services from NSBI in French. As we continue to maintain and improve our French-language services, we welcome feedback on our progress, and we invite you to share with us your comments or questions by contacting our French-language services coordinator.

French-language Services Coordinator:
Karen Chamberlain (kchamberlain@nsbi.ca, (902) 424-8958)

Services we offer in French

Our French-speaking Business Development Advisor can respond to inquiries and provide business development advice in French.

How we communicate with the public in French

In the event that a verbal or written request to communicate in French is received by us, it will be forwarded to an employee or resource that is capable of addressing and responding to the matter in French.

Verbal Requests

We maintain a list of French-speaking staff who have agreed to provide French-language services in the event of a verbal or written inquiry received in French.

Written Requests

We provide contact information on our website of a French-speaking staff member who can respond to inquiries received in French.

We continuously strive to increase our capability to provide services in French. At present, there are two (2) staff members who identify as fully fluent in French. Twenty-two (22) additional staff members are able to communicate in French with varying competency levels.

We encourage staff members to enhance their language competency in both oral and written French. Information on the availability and details of French language training available through Acadian Affairs and Francophonie is regularly provided by the French-language Services Coordinator to all staff.

What we did to maintain or improve our French-language services in 2020–21

Objective 1 - Strengthen Internal Operational Structures

NSBI will champion and support the planning, administration, and policy development frameworks in compliance with the French-language Services Act and its regulations.

- We reviewed all requirements, prepared, and created our 2021-22 French-language Services Plan.
- We communicated to all staff members the availability and schedules of French language courses through Acadian Affairs and Francophonie. Employees were notified of supports and resources available to participate. The number of employees who participated in French-language training offered by Acadian Affairs and Francophonie through Université Sainte-Anne throughout the year were as follows:
 - Spring 2020: 1
 - Winter 2021: 2

Objective 2: Develop and Deliver Quality French-language Services

NSBI will increase the prevalence and awareness of French-language services through active offer, communications, printed and electronic materials.

- We reminded our front-line staff of the procedure for requests received in French and provided them with an updated list of staff members who have the ability and willingness to communicate in French. During 2020-21, we received one written inquiry in which a French-speaking employee responded. We did not receive any requests to translate or make information available in French.

- We conducted a new survey in January 2021 to determine which staff members can speak/read/write French and at what level, ensuring an up-to-date inventory.
- We kept French-language requirements in mind when seeking new staff.

Objective 3 - Dialogue and Consultation with the Francophone Community

NSBI will provide opportunities for members of the Acadian and Francophone community to utilize their preferred language of choice in the conduct of their business with NSBI and will enable them to submit enquiries and requests in French.

- Up until her term expiry on October 30, 2020, our President & CEO was a Nova Scotia representative on the Board of Directors of Université de Moncton, one of only two francophone universities in the Maritimes serving the Acadian community.
- On September 10, 2020, our President & CEO participated in a virtual Executive Roundtable discussion organized by the France Canada Chamber of Commerce – Ontario (FCCCO).
- Our President & CEO provided remarks for a Mouvement des Entreprises de France event on November 4, 2020, organized in conjunction with the France-Canada Business Council and the Embassy of France in Canada.
- Our President & CEO and the Consulat Général de France, Mr. Johan Schitterer, conducted meetings throughout the year to discuss increasing business opportunities between France and Atlantic Canada.
- Our President & CEO has been invited to be a keynote speaker of a Coffee Morning with Le Conseil de développement économique de la Nouvelle-Écosse (CDÉNÉ) on March 18, 2021.
- We ensured there were capabilities to translate and process applications in French. All applications received and communications were in English, however, four Film & Television Production Incentive Fund applications had submitted accompanying documents in French. These documents were translated utilizing both internal and external translators.
- We provided contact information on our website for a French-speaking Business Development Advisor who can respond to verbal or written service inquiries in French.
- We published the following information in French on our website:
 - [Export Growth in a Virtual World: a Step-by-Step guide](#) (English)
 - [Croissance des exportations dans un monde virtuel : Guide étape par étape](#) (French)
 - [Europe Market Development Program](#) (English)
 - [Le Programme de développement des marchés européens](#) (French)

How we plan to maintain or improve our French-language services in 2021–22

Objective 1: Strengthen internal operational structures including policy, legislative and administrative frameworks.

NSBI will champion and support the planning, administration, and policy development frameworks in compliance with the French-language Services Act and its regulations.

- We will review requirements; prepare and report on our annual French-language Services Plan.
- We will publish on our website our annual French-language Services Plan for 2021-22.

- We will communicate to all staff members the availability and schedules of French language courses offered through Acadian Affairs and Francophonie. Employees will be provided support and resources as required to participate.

Objective 2: Develop and deliver quality French-language services and programmes to the public.

NSBI will increase the prevalence and awareness of French-language services through active offer, communications, printed and electronic materials.

- We will review with front-line staff the procedures and a list of employees able and willing to communicate in French.
- We will track the number and nature of requests received from the public for service in French.
- We will translate and make available information in French as requested.
- We will translate media releases and articles for simultaneous release in French and English that are of significance to the Acadian and Francophone community.
- We will survey NSBI staff on an annual basis to determine which employees are able to read/write French and at what level.
- We will keep French-language requirements in mind when seeking new staff members.

Objective 3: Maintain ongoing dialogue and consultation with the Acadian and francophone community.

NSBI will provide opportunities for members of the Acadian and Francophone community to utilize their preferred language of choice in the conduct of their business with NSBI and will enable them to submit enquiries and requests in French.

- We will respond to enquiries and requests in French if identified as the preferred language of choice.
- We will ensure there are capabilities to translate and process applications in French.
- We will review existing marketing collateral and solutions available through our website and prioritize what should be available in both languages.