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Excellence in Indigenous Economic Development

MEMBERSHIP

**YOUTH
INITIATIVES & SCHOLARSHIPS**

EDO CERTIFICATION

**COMMUNITY ECONOMIC
DEVELOPMENT INITIATIVE**

CONFERENCE

**ECONOMIC DEVELOPER OF THE YEAR
AWARD & SHOWCASE**

Impact of Cando & Indigenous Economic Development Officers Across Canada

On behalf of Cando, The Evidence Network Inc. conducted the following studies:

- Part 1 (2015): The impact of Cando and its Economic Developers Certification Program on EDOs
- Part 2 (2018): The impact of Indigenous Economic Development Officers (EDOs) on the individuals, companies, and communities they serve

Evaluation Methodology

Cando and the EDO Certification Program

EDOs and their stakeholders

Mission 

Impact on the
Performance of
EDOs (Part 1),
and their clients (Part 2)



Services

(professional development,
certification, conferences,
networking, advocacy, etc.)



Impact on the
Capabilities of
EDOs (Part 1),
and their clients (Part 2)



Implementation and Respondent Groups

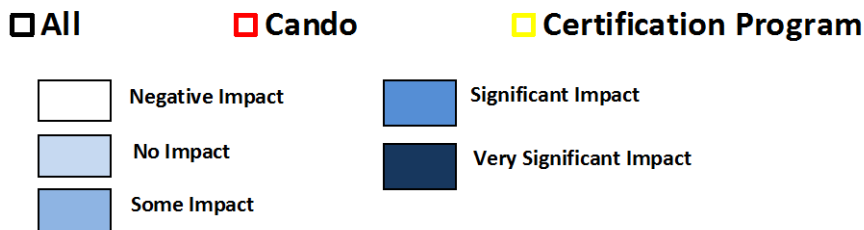
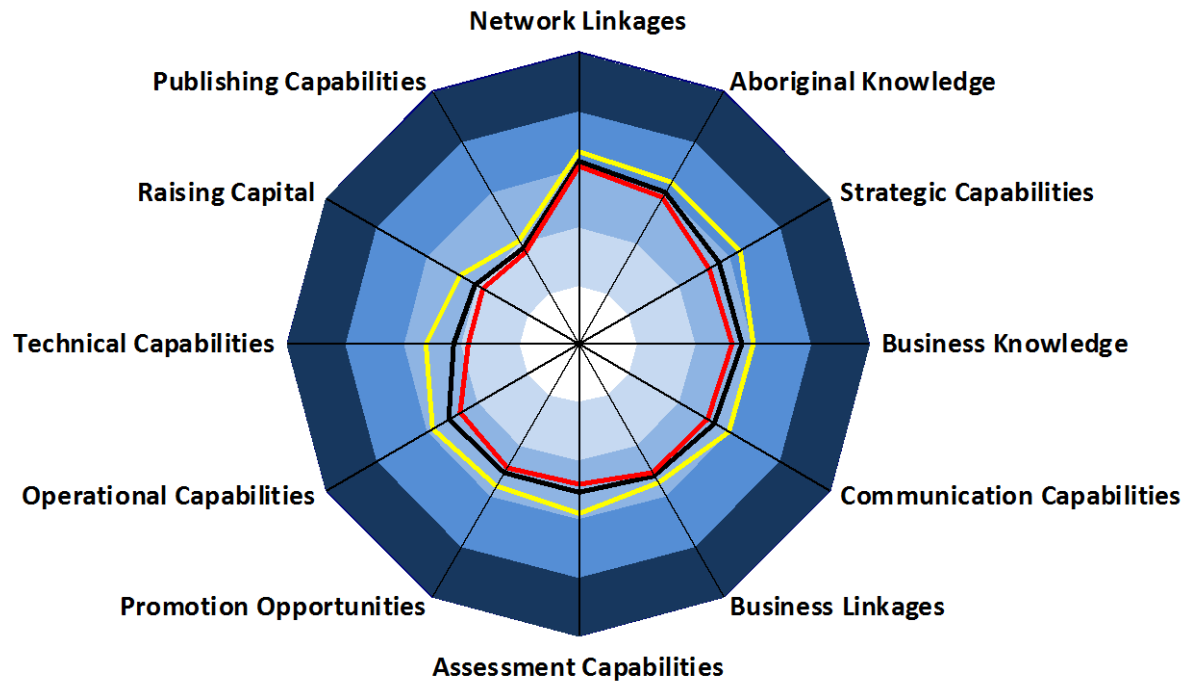
Methodology was implemented through web-based surveys

- Part 1 survey was sent to 1,101 EDOs; 302 respondents
- Part 2 survey link was sent to EDOs to distribute to their clients; 170 client respondents

Groups	Number of Responses	
	Part 1 (EDOs)	Part 2 (EDO Clients)
Cando Members and Conference Participants	223	
Certification Program Participants	79	
Community Administrators		44
Community-Owned Business Representatives		5
Company Owners		39
Economic Development Corp. Representatives		37
External Parties		19
Individuals		26
Total	302	170

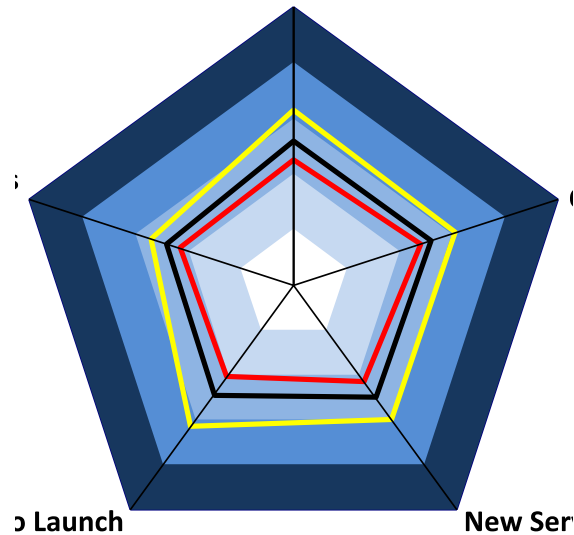
Key Findings from Part One

Part 1: Impact of Cando on EDO Capabilities



- Cando has the greatest impact in terms of enabling EDOs to connect with their peers.
- Overall, participants in the Certification Program attribute greater impact.

Part 1: Impact of Cando on EDO Performance



- Cando has the greatest impact in terms of enabling EDOs to secure investment and engage their community.
- Overall, participants in the Certification Program attribute greater impact.

Summary – Part 1

- Cando is fulfilling its mission to build capacity through EDOs
- The quality and benefits of professional development training are evident in the findings
- Generally, positive impact is attributed by EDOs to both Cando and the Certification program
- Increasing the use of Cando's services, especially those associated with the practical aspects of economic development, offers promise for even greater impact.

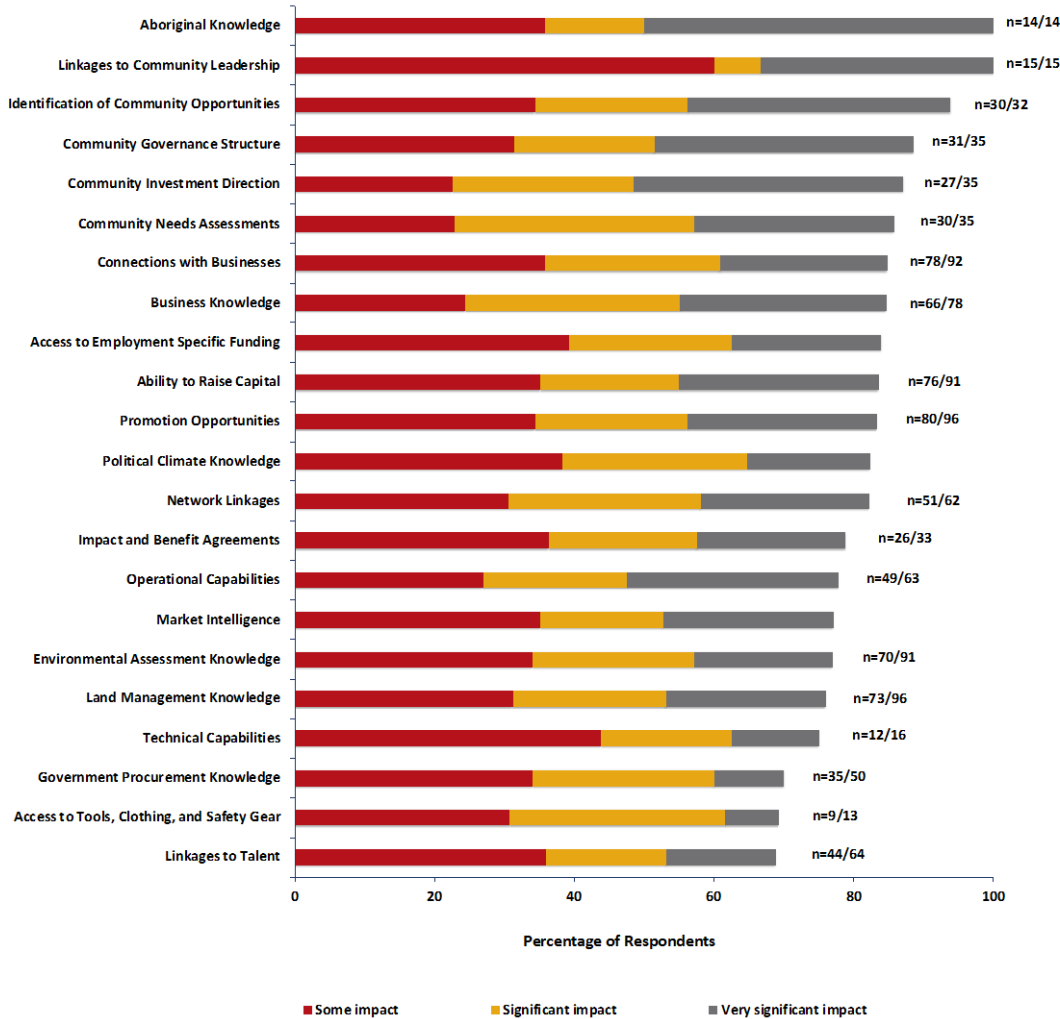
Key Findings from Part Two

Impact on Client Capabilities

Emphasis on Strategic Capabilities

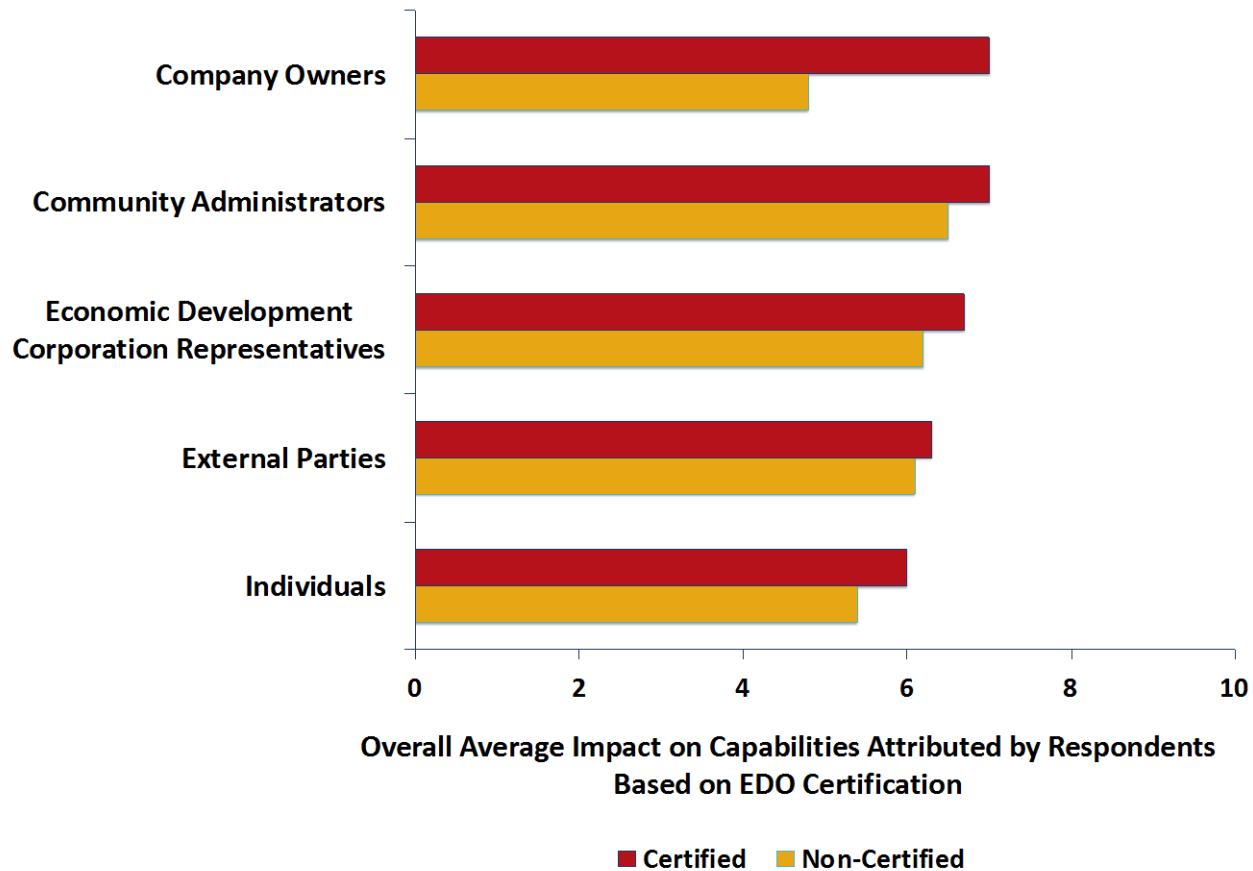
Emphasis on Business-related Capabilities

Emphasis on Background Capabilities



- EDOs are having a meaningful impact on the clients they serve.
- The greatest percentage of respondents indicated positive impact on 'strategic' measures.

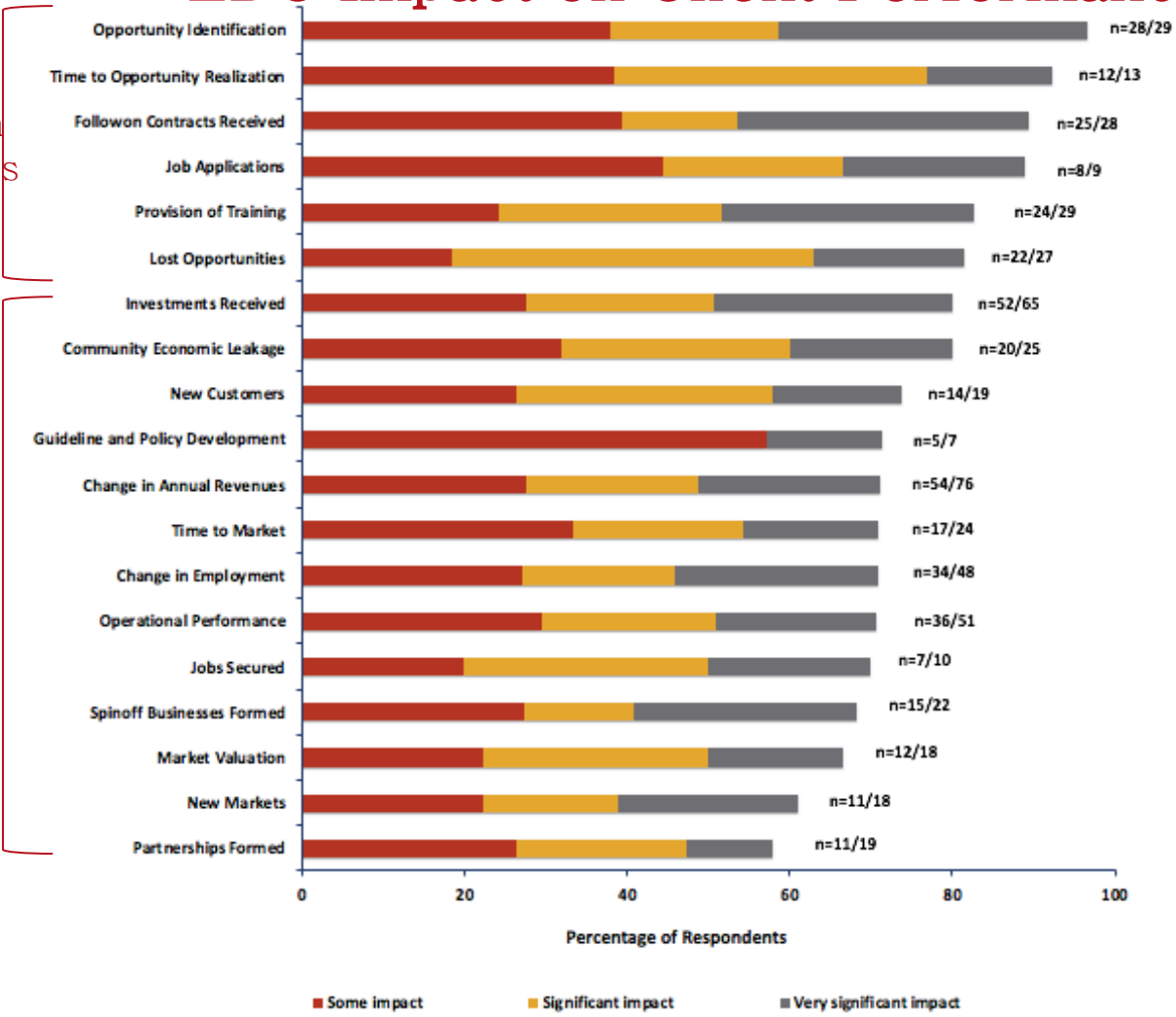
Clients working with Certified EDOs consistently attribute overall greater average impact on their capabilities than those working with non-certified EDOs



EDO Impact on Client Performance

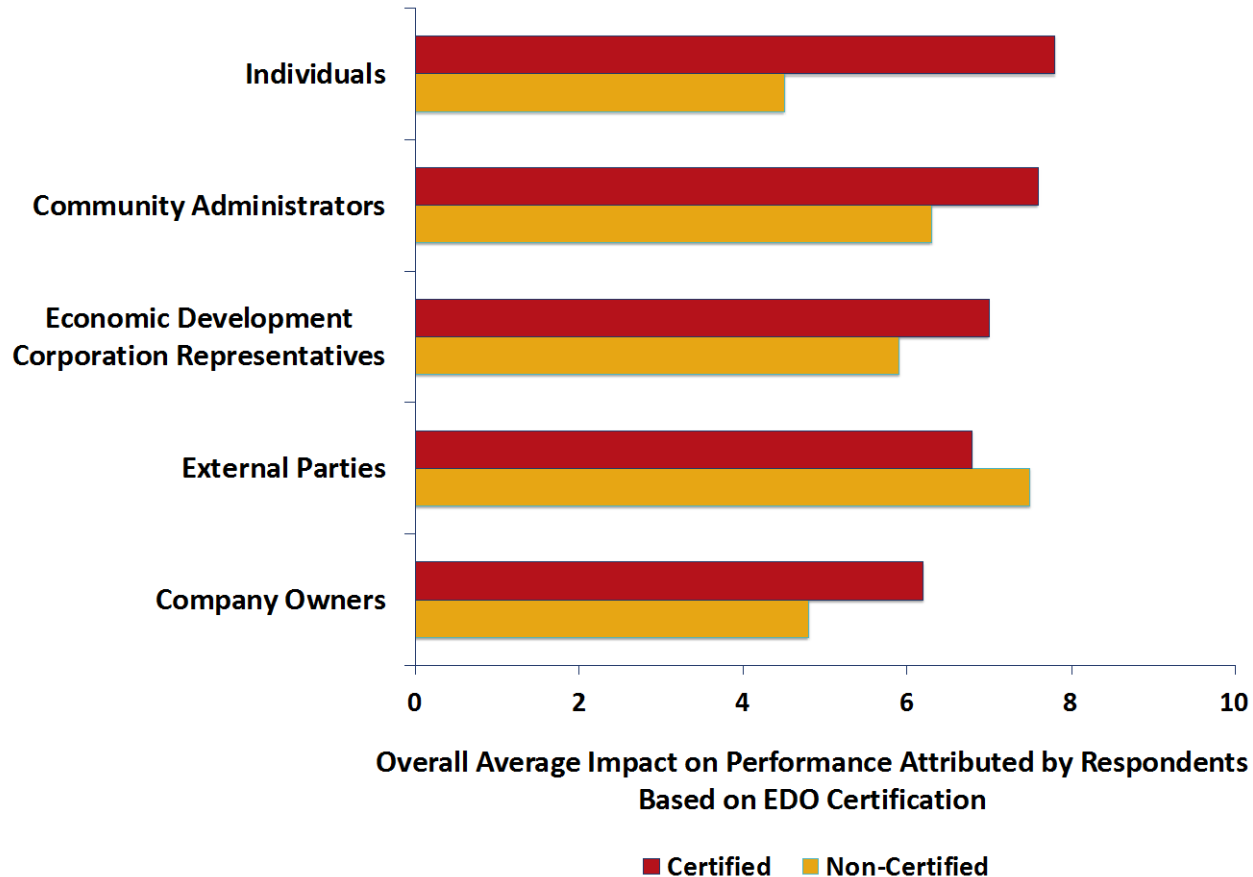
Emphasis on Opportunities

Emphasis on Business-related Performance



- EDOs have the greatest impact on their clients' ability to identify and capitalize on opportunities

Most clients working with Certified EDOs attribute overall greater average impact on their performance than those working with non-certified EDOs



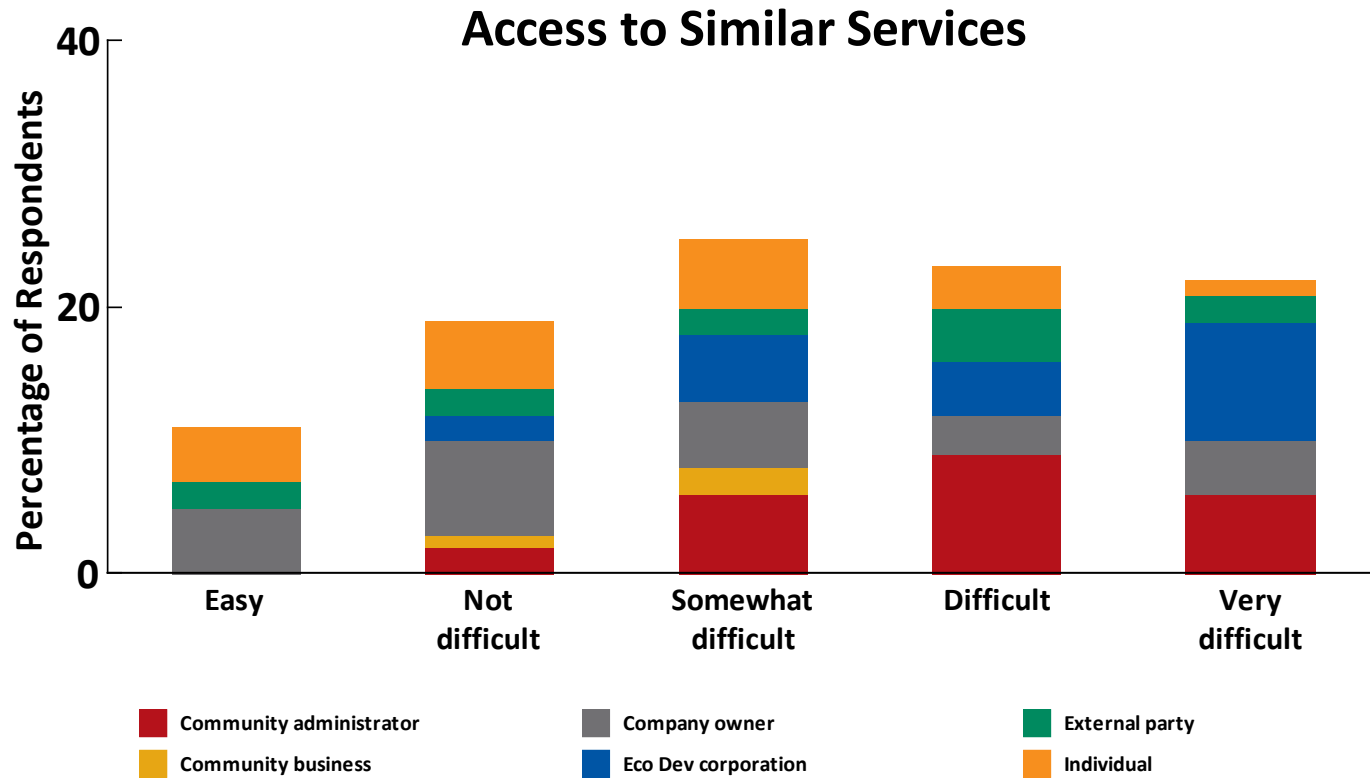
Statistical Findings

- Clients that are more satisfied with their EDOs are more likely to attribute impact to EDOs on their performance.
- Clients that used support services with a higher intensity are more likely to attribute impact to EDOs on their performance.
- Impact on capabilities of clients is most strongly associated with impact on their performance.

99.9% confidence

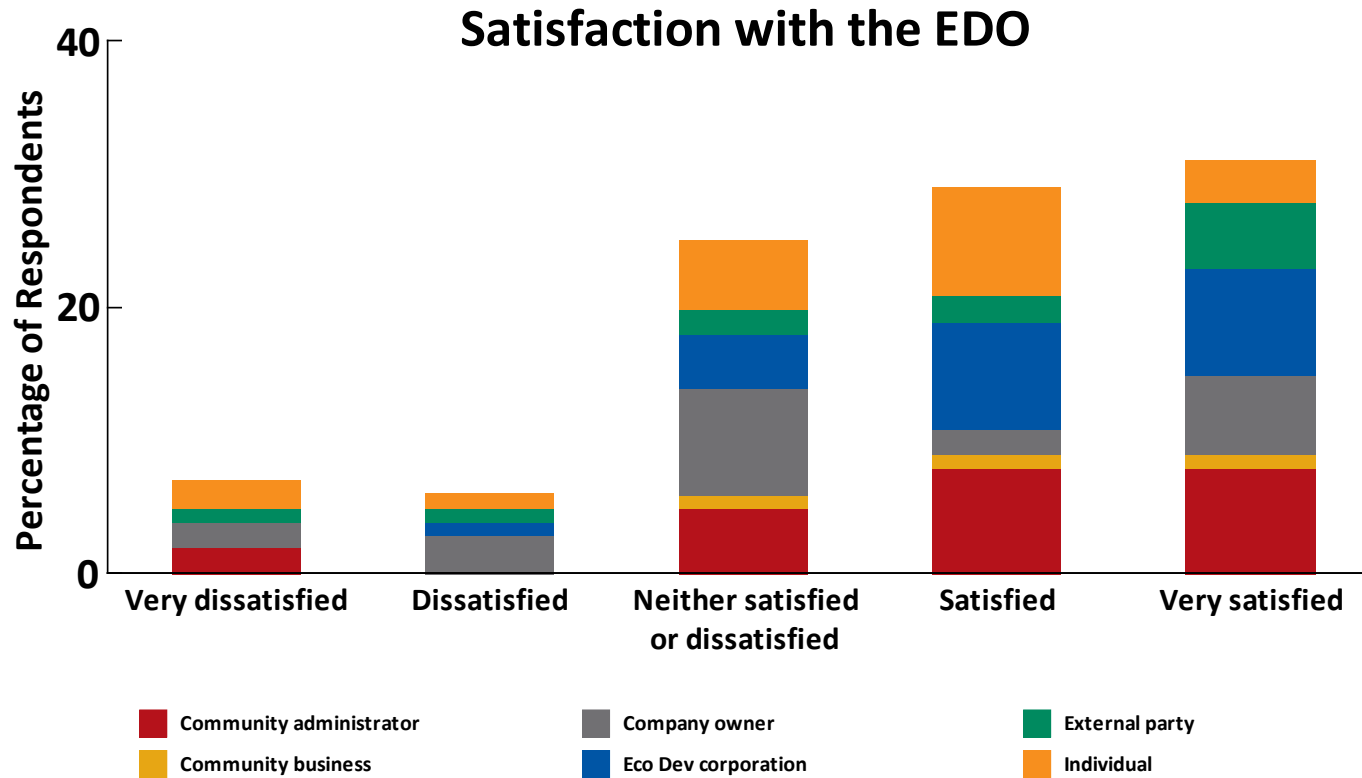
Access to Similar Services, Satisfaction, and Likelihood of Referrals

EDOs Play a Unique Role in Their Communities



70% of all respondents indicated it would have been at least somewhat difficult to obtain similar services or assistance from another source.

Clients are Satisfied with their EDO



54% of all respondents indicated they are very satisfied, or satisfied with their relationship with their EDO.

Aggregated Impact of EDOs

Measure	Impact of EDOs Attributed by Survey Respondents	Estimated Impact on All Communities with an EDO Across Canada
Annual Sales Revenues	\$2.1 million	\$51.0 million
Investments Received	\$6.4 million	\$129.8 million
Employment	53 jobs	1,381 jobs

Survey respondents indicated that EDOs have impacted their ability to increase:

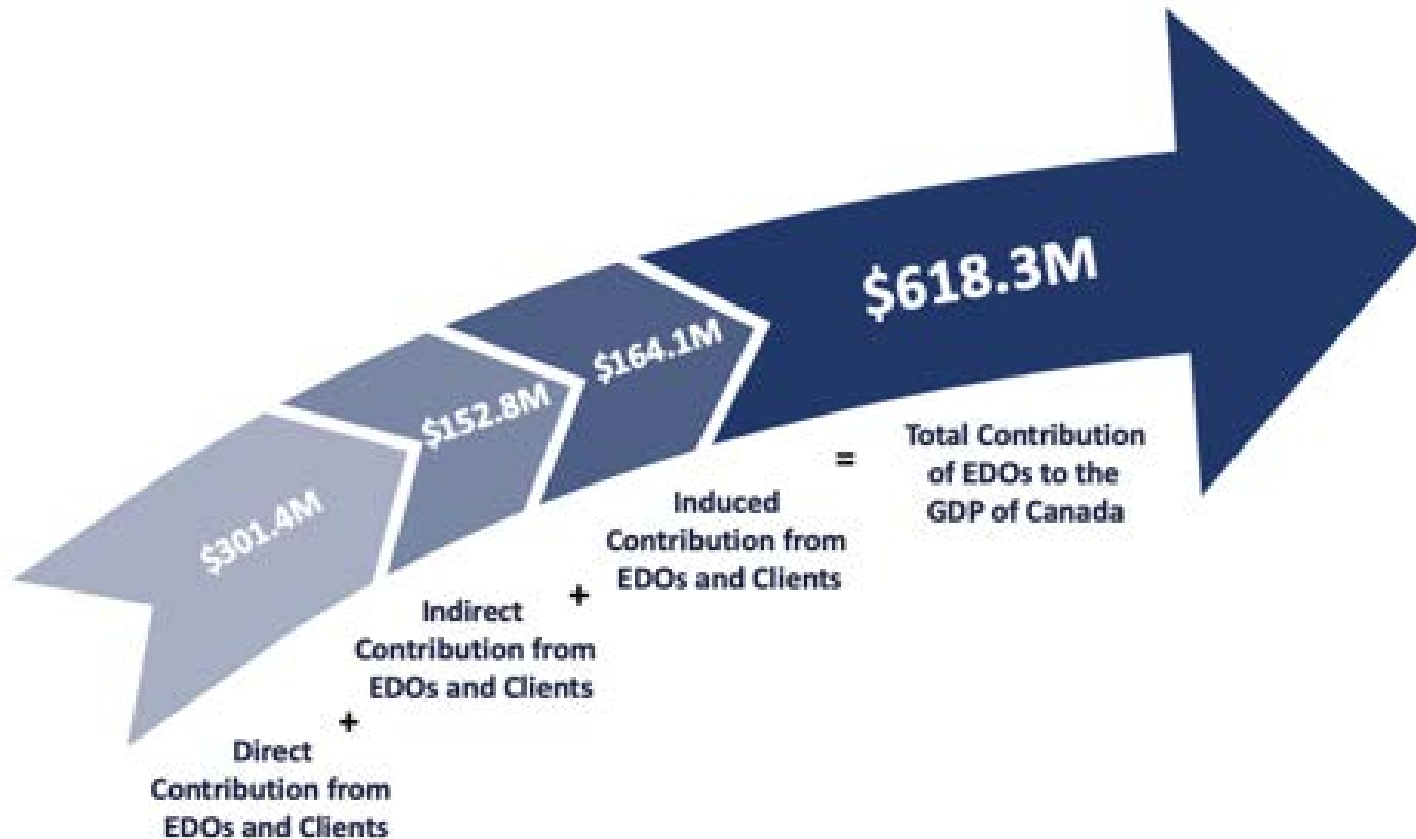
- Annual revenues by an aggregated amount totaling \$2.1million
- Investments received by an aggregated amount totaling \$6.4 million
- Aggregated employment by the creation of 53 jobs

When scaled-up to account for all Indigenous communities with EDOs across Canada, the impact of EDOs is estimated to be:

- \$51.0 million in annual revenues
- \$129.8 million in investments received
- The creation of 1,381 jobs

Contributions of EDOs to Canada's GDP

EDOs in Indigenous communities across Canada are estimated to have made total contributions of \$618.3 million to the GDP of Canada:



Thank You!