CED CHOICE MATRIX: A Path Finding Tool

Finding the right tools and discovering new solutions

Oct 2010 - Mar 2011
Mar 2011 – Jul 2011
Aug 2011 – Mar 2012
Apr 2012 +

Create
Research
Prototype & Learn
Sustain & Evolve

METHOD
The Rural Development Institute employed design thinking methodology to create, research prototype and test the CED Choice Matrix.

INNOVATION
As the research team designed the CED Choice Matrix with stakeholders and practitioners the project team had to solve how to effectively organize CED tools and to ensure effective access to those tools. In addition, the research team had to design a system that built tool credibility through practitioner review.

The research team defined a CED Tool as:
Any guide, worksheet, checklist, manual, “how-to” or process in text, audio or video format that is focused on guiding the user through a CED activity

WHAT HAVE WE FOUND SO FAR?

WHAT WE HAVE DONE SO FAR, BY THE NUMBERS:
1) 1000+ CED tools inventoried
2) 125 CED tools catalogued in the Choice Matrix
3) 5 communities [21 participants] participated in the RESEARCH stage
4) 71 CED projects inventoried by communities
5) 5 CED projects ‘designed’ with communities
6) 84 CED Tools suggested by communities
7) 50 CED websites regularly used by participants
8) 10 more communities will participate in the PROTOTYPE & LEARNING Stage
9) 100 CED Tool reviews will be collected from Manitoba’s Economic Development Officers

What are we doing now?

Beta Site

Testing

We are here

Beta Site

Learning

What is the CED Development Cycle?

The CED Development Cycle was identified as an important categorization factor for CED Tools.

Key Concepts: CED Development Cycle

Implementing

Planning

Analyzing

Evaluating

Organizing

PEOPLE

GREEN

GROW

SUSTAINABLE

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I like the idea of having any resource that will make our work efficient and effective

Judy Coleman
VP Programs and Services, North Eastman Health Association

References available upon request

NURDER: Rural and Cooperatives Secretariat
STAKEHOLDERS: Canadian Community Economic Development Network, Community Futures Manitoba, Economic Developers Association of Manitoba, Economic Development Council for Manitoba Bilingual Municipalities, Health In Common, Manitoba Agriculture, Food and Rural Initiatives,