

# Fresh Ideas Campaign: BCE and Bell Canada Step Up to the Plate

It only takes one to get the ball rolling and CPRN is pleased to announce that **BCE** and **Bell Canada** have jointly made a financial commitment of \$375,000 to CPRN's *Fresh Ideas Campaign*. This is the largest financial contribution from a Canadian corporation in CPRN's eight-year history and it is the first lead gift to the *Fresh Ideas Campaign*.

"This major financial contribution demonstrates BCE and Bell Canada's recognition of the importance of CPRN's high quality, independent research on economic and social policy issues in Canada," says **Courtney Pratt, the Chair of the Campaign** on hearing the news. "We are delighted that BCE and Bell Canada have stepped up to the plate."

BCE's contribution of \$250,000 over five years is designated to CPRN's *President's Innovation Fund* – a fund that gives CPRN the most flexibility in its research endeavours and the ability to respond to the emerging public policy issues facing Canada. With BCE's commitment, \$465,000 is committed to this Fund which brings the total raised in the Campaign to \$620,000. Other contributors to this Fund include members of CPRN's board of directors and senior management, many individuals and several corporations including **COGECO Inc., Scotiabank** and **Power Corporation of Canada**.

The commitment of \$125,000 over five years makes Bell Canada the new anchor funder for the Work Network's Web-based initiative on *Quality of Employment Indicators* in Canada. The project, [www.jobquality.ca](http://www.jobquality.ca), provides user-friendly information on the quality of work in the Canadian labour market. In addition to the dozens of indicators, visitors can read one-on-one interviews with labour market experts, see what the media has been writing on workplace issues, and participate in on-line surveys. Since the launch of this Web site in September 2001, there have been over 110,000 visitors with monthly visits doubling over that time to 8,000 a month. This project received seed funding for the past three years. New funders, through the *Campaign*, include **Bell Canada, Business Development Bank of Canada, Ouimet Cordon Bleu inc.** and the **Canadian Labour Congress**.



**"CPRN's work on human resources issues, specifically its [jobquality.ca](http://www.jobquality.ca) Web site, has been one of the foci of our involvement with CPRN since 1996. That's because any company is only as good as the people who make it go and we are no exception. Our ability to simplify our company, and simplify complex technologies for our customers is totally dependent on the commitment of our employees. The insights we gain from CPRN are helping us earn that commitment".** **Stephen Wetmore, Executive Vice-President, BCE and Vice-Chair, Corporate, Bell Canada.**

The *Fresh Ideas Campaign*, named in recognition of CPRN's role in creating innovative ideas for the future of Canada, is raising \$4 million from supporters across Canada. For more information on the Campaign, please contact **Pamela Miles, Vice-President, Development** at 613-567-7472 or [pmiles@cprn.org](mailto:pmiles@cprn.org)



*Stephanie Sykes, Senior Consultant, Careers for BCE Corporate Services, Ron Saunders, the Director of CPRN's Work Network and Alain Bilodeau, Senior Vice President of BCE Inc. and President of BCE Corporate Services Inc. discussing the latest research posted on [www.jobquality.ca](http://www.jobquality.ca)*

