



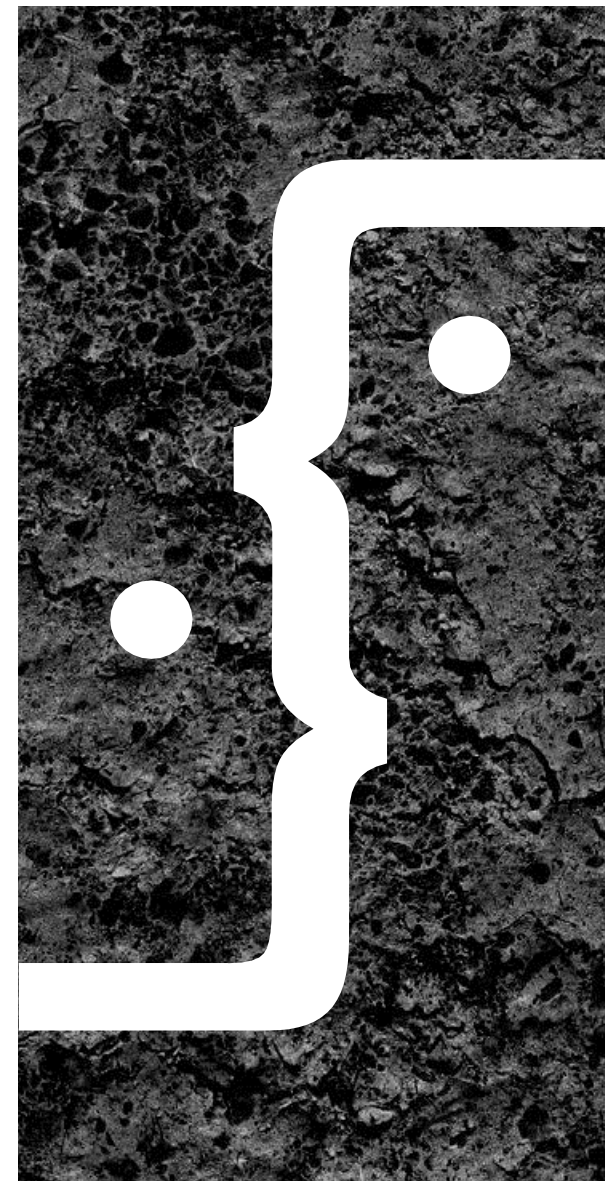
Canadian  
Heritage

Patrimoine  
canadien

# Best Practices Digest

FOSTERING THE FULL RECOGNITION AND USE OF BOTH ENGLISH  
AND FRENCH IN CANADIAN SOCIETY

May 2020



Canada

# Introduction

Under section 41 of the Official Languages Act (OLA), the Government of Canada is committed to enhancing the vitality of the English and French linguistic minority communities in Canada and supporting and assisting their development, and fostering the full recognition and use of both English and French in Canadian society. The OLA gives Canadian Heritage (PCH) the mandate to coordinate the implementation of those commitments in all federal institutions.

To fulfil that mandate, PCH develops a wide range of documents to help federal institutions optimize their contribution. The primary objective of the present tool is to provide examples of best practices contributing **to foster the full recognition and use of both English and French in Canadian society\***. Such examples are intended to provide institutions with suggestions on best practices relating to linguistic duality that could be incorporated within their respective mandate.

The promotion of linguistic duality is one of the federal government's priorities and rests on a solid legislative and constitutional foundation. For that reason, PCH developed the [Framework to Foster appreciation and cooperation between English-speakers and French-speakers in Canada](#)\*\* , a tool that was created to better guide our actions to promote « living together » between Francophones and Anglophones in Canada, to better direct our policy goals, and to contribute to the understanding other federal institutions have on this issue.

The promotion of English and French in Canadian society can take different forms. The Framework uses three levels: exposure, appreciation, and cooperation, under which the best practices in this digest are grouped.

\*Best practices presented in this document are taken from the Reviews on Official Languages from the past 5 years.

\*\*A GCCollab account is necessary to open the reference document.

# CATEGORIES

## LEVEL 1

### EXPOSURE

Exposing language groups to each other offers Canadians the opportunity to get to know each other.

## LEVEL 2

### APPRECIATION

Providing opportunities to get to know the other linguistic group, either through its culture, its history and/or its language can contribute to a better appreciation of the other.

## LEVEL 3

### COOPERATION

Increasing opportunities for collaboration and cooperation between the two linguistic groups contributes to establishing longer term exchanges and to building bridges between them.

# LEVEL 1 - EXPOSURE

## Possible areas of intervention:

- Use of cultural industries (films, books) and performing arts (song, theatre), or television, journals, internet, etc.
- Emphasizing Canada's bilingual character both in Canada and abroad.
- Making information, resources and tools on official languages easily accessible to Canadians.
- The addition of language clauses in funding applications.
- Attending and/or hosting an event with a bilingual organization.



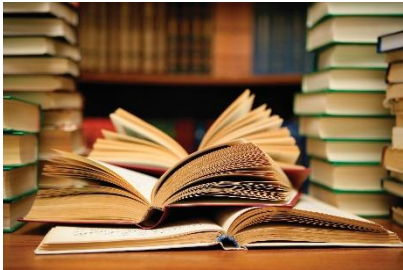


# LEVEL 1 - EXPOSURE

Use of cultural industries (films, books) and performing arts (song, theatre), or television, journals, internet, etc.

*The use of cultural industries and performing arts can be a great way to get to know the culture and history of the other language group. There is no requirement to be bilingual to get to know the other better. The reading of great authors translated into the reader's mother tongue makes it possible, for example, to better understand the culture of the other.*

## EXAMPLE OF BEST PRACTICES



**Canadian Heritage** offers funding for Canadian publishers to translate Canadian-authored books from one official language to the other. This ensures improved access to cultural expressions of both linguistic groups and that more Canadian-authored books are translated from one official language to the other.



**VIA Rail** trains became the stage for “À fond de train,” a huge rally on the rails featuring pairs of Francophone parents and children tackling challenges in 10 Canadian cities served by VIA Rail, from the Maritimes to the Rockies. The first two seasons of the show, which is produced by Blimp Télé, have been broadcast on TV5/Unis TV since December 2017. This initiative is an excellent way to promote French across the country and showcase Canada’s youth and smaller communities.

# LEVEL 1 - EXPOSURE

Emphasizing Canada's bilingual character both in Canada and abroad.

*The bilingual character of our country is a fundamental part of our national identity. Many federal institutions, by the very nature of their mandate, have the potential to emphasize Canada's bilingual character, whether in within Canada or abroad.*

## EXAMPLE OF BEST PRACTICES



Through 168 diplomatic missions around the world, **Global Affairs Canada** presents activities that help promote international education and culture, among other things. For example, the use of Canadian Francophone movies contributes to the support of Francophone filmmakers who participate in the development of Canada's culture and linguistic identity. The various missions observed increased awareness of the bilingual character of Canada abroad.

The Embassy of Canada in Morocco (**Global Affairs Canada**) supported the missions of the provincial governments of New Brunswick and Ontario in Morocco with a view to promoting these destinations among Francophones in Morocco in a variety of areas, including immigration, cultural exchanges, tourism, French language higher education and trade with Francophone businesses in these two provinces.

# LEVEL 1 - EXPOSURE

Making information, resources and tools on official languages easily accessible to Canadians.

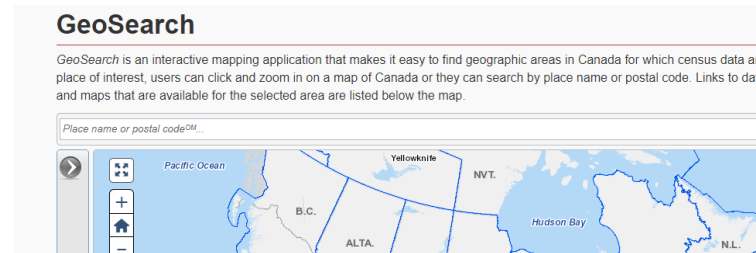
*This helps create a future that genuinely includes both English and French, and where people have access to the information that they require.*

## EXAMPLE OF BEST PRACTICES



Resulting from a collaboration between seven federal organizations, the **Translation Bureau** debuted the Official Languages Hub. The Official Languages Hub is a useful tool for Canadians and public servants who need information on any aspect of official languages.

For more information, please refer to the [Official Languages Hub](#) website.



In 2017–2018, **Statistics Canada** launched GeoSearch, an [interactive mapping application](#) that highlights data from the 2016 Census, including data on official languages. The application allows users to select geographic areas and language indicators (such as French-English bilingualism, knowledge of official languages, official languages spoken at home and at work, etc.) in order to obtain relevant data in the form of charts and maps. Users can also compare various geographic areas.

# LEVEL 1 - EXPOSURE

The addition of language clauses in funding applications.

*The addition of language clauses in funding applications guarantees that official languages will be taken into account when a program is delivered.*

## EXAMPLE OF BEST PRACTICES



At various stages of the funding application process, the **Public Health Agency of Canada** adopted a variety of methods to remind applicants of the importance of official languages requirements and engagement with official language minority communities.



**Western Economic Diversification Canada** required its economic development officers to adopt an “official languages lens” when analyzing funding applications in order to determine whether projects were considered likely to promote linguistic duality or enhance the vitality of official language minority communities.



# LEVEL 1 - EXPOSURE

Attending and/or hosting an event with a bilingual organization.

*This type of initiative promotes linguistic duality to greater audiences.*

## EXAMPLE OF BEST PRACTICES



The **Canadian Museum of Immigration at Pier 21** participated as an exhibitor at a career fair organized by Canadian Parents for French. This was an opportunity to promote linguistic duality among high school students and to provide information on bilingual careers in the public service.

# LEVEL 2 - APPRECIATION

## Possible areas of intervention:

- Displaying or highlighting important figures or artistic pieces of the other language group.
- The production of a product or project that reinforces the fundamental Canadian values of bilingualism and the promotion of English and French in Canadian society.
- Holding local events where both Francophones and Anglophones are welcome.
- Providing funding, opportunities and resources to organizations that reinforce linguistic duality in their communities.
- Facilitating intergroup exchanges of a few hours





# LEVEL 2 - APPRECIATION

Displaying or highlighting important figures or artistic pieces of the other language group.

*Displaying or highlighting elements of the other language group fosters appreciation of the other group and shows respect of the other.*

## EXAMPLE OF BEST PRACTICES



The Virtual Museum of Canada (VMC), a funding program managed by the **Canadian History Museum**, is currently displaying the deep history behind the Macdonald Family at Villa Les Rochers.

Additionally, the Museum worked in collaboration with the McCord Museum in Montreal to present the William Notman exhibition, an exhibition featuring an accomplished official language minority photographer. This partnership with an English-language museum in Quebec is an initiative that helps to highlight the rich linguistic duality of the City of Montreal.



The **National Gallery of Canada** presented four films in French as part of the Journée internationale de la Francophonie and the Film Circuit of the Toronto International Film Festival. Through subtitles and simultaneous translation services in English, the films presented promote linguistic duality and increase the visibility of French cinema. All four films benefited from strong public participation and attracted members of both the French and English-speaking communities.

# LEVEL 2 - APPRECIATION

The production of a product or project that reinforces the fundamental Canadian values of bilingualism and the promotion of English and French in Canadian society.

*This type of initiative creates links between communities through common fundamental Canadian values and ensures cohesion and appreciation for the other.*

## EXAMPLE OF BEST PRACTICES



To commemorate the 50<sup>th</sup> Anniversary of the *Official Languages Act*, the **Royal Canadian Mint** created a coin celebrating Canadian linguistic diversity. The coin equally represents each official language and clearly demonstrates how they are rooted in our history, and to this day, they continue to shape our identity. Encircling the design are the full lyrics of the bilingual version of the national anthem.



**Canada Post** used Francophone designers and illustrators to imagine many of the 60 or so postage stamps issued in 2018-2019, more than 20 of which were representative of the Francophone community and commemorated significant places and symbols in Quebec and other Francophone regions of Canada. Bilingual launches and unveilings were organized for several of these programs.



# LEVEL 2 - APPRECIATION

Holding local events where both Francophones and Anglophones are welcome.

*This provides opportunities for groups to interact and meet the other group in their own communities, fostering understanding and appreciation of the other, and increases social cohesion.*

## EXAMPLE OF BEST PRACTICES



Through its Corporate Exhibits Program, **Agriculture and Agri-Food Canada** organizes a variety of fairs that allow face-to-face interactions between attendees. These events increase awareness of the importance of agriculture for Canadians and allows attendees to learn about the food of the other.



As part of celebrations of the 50th anniversary of the Official Languages Act, LAC Out Loud—a group of professionals at **Library and Archives Canada** is organizing a public reading of extracts from archival records and published documents with the theme of bilingualism and linguistic duality.



For several years, **Canadian Heritage**, the **National Film Board**, the Language Portal of Canada (**Translation Bureau, Public Services and Procurement Canada**), Parks Canada, Canada Post and VIA Rail have been proud partners of the Rendez-vous de la Francophonie.



# LEVEL 2 - APPRECIATION

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*This provides opportunities for groups to interact and meet the other group in their own communities, fostering understanding and appreciation of the other, and increases social cohesion.*

## EXAMPLE OF BEST PRACTICES

The following are examples of the contributions made by some federal institutions to the 20th Rendez-vous de la Francophonie in March 2018:

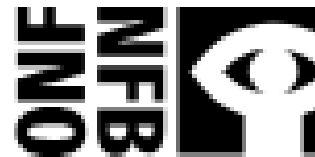
Here are the answers to the spelling challenge:

### CANADIAN REGIONALISMS

The year 2019 is the 50th anniversary / **anniversary** of the Office of one of Canada's two official languages, has evolved **grately** / **gratefully** **centuries**. It has borrowed many words, like "rapids" and "toque" and "igloo" from Indigenous languages.

Different communities have also developed different words for **instants**, people in the Prairies spend weekends at the cabin, and **while** / **wile** Quebecers head to the chalet and Cape Bretoners

The Language Portal of Canada (**Translation Bureau**) team wrote the dictations for the "Write it right!" contest for elementary schools and for Canadians, and prepared the content for the "On the Tip of My Tongue!" contest, which consisted of video clips on language issues.



The **National Film Board** organized a tour of theme-based films on the Francophonie across the country. In total, close to 251 screenings were held in 64 cities across Canada, representing a 34% increase in registrations over the previous year. Canadians were also able to view these films online.



# LEVEL 2 - APPRECIATION

Holding local events where both Francophones and Anglophones are welcome.

*This provides opportunities for groups to interact and meet the other group in their own communities, fostering understanding and appreciation of the other, and increases social cohesion.*

## EXAMPLE OF BEST PRACTICES



Organized by the Canadian Foundation for Cross-Cultural Dialogue, in partnership with several major partners such as **NAV Canada**, **VIA Rail**, the **National Film Board**, the Fédération de la jeunesse canadienne-française (FJCF) and the Réseau de développement économique et d'employabilité (RDÉE Canada), the Tournée "bonjour my friend" Tour caravan began a cross-Canada voyage with two ambassadors aboard. The project aimed to share information on the OLA, to learn more about the richness of Canada's official language duality, and to engage Canadians from coast to coast in discussions about linguistic duality as a shared value.

# LEVEL 2 - APPRECIATION

Providing funding, opportunities and resources to organizations that reinforce linguistic duality in their communities.

*Providing help to these organizations allows them to continue the work that they are doing to exemplify Canada's bilingual identity.*

## EXAMPLE OF BEST PRACTICES



The [Canada Council for the Arts](#) supported théâtre l'Escaouette's Winslow play. The play revisits a sensitive topic—the events that led to a shift from a French-speaking territory to a predominantly English-speaking one—using both languages, choosing to move away from the expected colonizer-victim relationship to give the story a new perspective in a spirit of bringing people together. Winslow has been a tremendous success with both Francophone and Anglophone audiences.



# LEVEL 2 - APPRECIATION

Facilitating intergroup exchanges.

*Intergroup exchanges give a public space for both language groups to learn about each other by sharing stories, ideas and other, ultimately fostering the appreciation of the other language group.*

## EXAMPLE OF BEST PRACTICES



**CBC/Radio-Canada** organizes an annual public meeting where Canadians can connect and share their stories, ideas and perspectives, and engage with one another from coast to coast. The meeting is an opportunity to have a meaningful conversation with English- and French-speaking Canadians about the importance of the public broadcasting and offers a platform for Canadians to ask questions.

# LEVEL 3 - COOPERATION

## Possible areas of intervention:

- Organizing activities that allow for the participation of both language communities and that foster a sense of connection among them.
- Providing funding, supporting and collaborating with organizations that promote linguistic duality and further bilingualism.
- Collaborations with organizations and institutions active in various sectors (representation, culture, youth, media, education, etc.).
- Offering opportunities for language and cultural exchanges.



# LEVEL 3 - COOPERATION

Organizing activities that allow for the participation of both language communities and that foster a sense of connection among them.

*Cooperation through a perceived common goal brings both language groups together and gives them a sense of interdependence (i.e. needing the other to achieve the goal).*

## EXAMPLE OF BEST PRACTICES



By funding the Foire gourmande de l'Abitibi-Témiscamingue et du Nord-Est de l'Ontario, **Canada Economic Development for Quebec Regions** supported the agriculture and tourism sectors in these regions and fostered collaboration between Ontario's and Quebec's official language minority communities. This fair encouraged volunteerism, partnerships and networking between Anglophones and Francophones. The federal agency's support also made it possible to deploy a marketing strategy outside Quebec in new markets and to develop new products.

# LEVEL 3 - COOPERATION

Organizing activities that allow for the participation of both language communities and that foster a sense of connection among them.

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## EXAMPLE OF BEST PRACTICES



In 2018–2019, in partnership with several community and federal organizations including the University of Alberta – Campus Saint-Jean and CBC Quebec, **Canadian Heritage** organized two major innovation and experimentation events on official languages. Two innovation labs were held in Sherbrooke and Edmonton and brought together young people from various fields to work together to solve or propose solutions to one or more official languages issues faced by their respective communities during a clearly defined period of time. These events highly promoted English and French in Canadian society, the participation of both Anglophiles and Francophiles, and fostered a sense of connection among young people from both language communities to understand each other and work toward a common goal.



# LEVEL 3 - COOPERATION

Providing funding, supporting and collaborating with organizations that promote linguistic duality and further bilingualism.

*Providing support to these organizations ensures that they are able to continue their goal to fully embrace Canada's official languages.*

## EXAMPLE OF BEST PRACTICES



**Canadian Heritage** provides funding to Canadian Parents for French, an organization dedicated to furthering bilingualism by promoting and creating opportunities for youth to learn and use French.

# LEVEL 3 - COOPERATION

Collaborations with organizations and institutions active in various sectors (representation, culture, youth, media, education, etc.)..

*Collaborations with a common goal give them a meaningful reason to work together, as well as reaching greater audiences and obtaining more diversity in perspectives.*

## EXAMPLE OF BEST PRACTICES



**Justice Canada** collaborated with the University of Ottawa and some Anglophone universities to create the Certification in Common Law in French (CCLF). The CCLF allows students at certain Anglophone universities the opportunity to obtain a common law certificate in French from the University of Ottawa.



The Association for Canadian Studies, Canadian Parents for French and the **Office of the Commissioner of Official Languages of Canada** jointly organized a bilingual conference to mark the 50th anniversary of the Official Languages Act. The conference brought together some of Canada's most eminent young people, parents, academics, researchers and educators to exchange ideas and chart the course of linguistic duality in Canada.

# LEVEL 3 - COOPERATION

Offering opportunities for language and cultural exchanges.

*Living in an area where there are significant concentrations of Francophones and Anglophones provides more opportunities to be exposed to the other language group and its language and even to participate in events where the two language groups can meet, interact, and get to know each other*

## EXAMPLE OF BEST PRACTICES



Explore, a program funded by **Canadian Heritage**, is a five-week, intensive language immersion program that is offered during the spring or summer. The program provides opportunities for English-speaking students to study French, and for French-speaking students to study English.

# Related resources

- [Reflection tool for the implementation of section 41 of the \*Official Languages Act\* \(Canadian Heritage\)](#)
- [Key questions to facilitate decision-making that may impact on the implementation of section 41 of the \*Official Languages Act\* \(Canadian Heritage\)](#)
- [Infographics on Canada's official languages \(Office of the Commissioner of Official Languages\)](#)
- [Official Languages Research Dissemination Platform](#) (GCpedia) (accessible only on the Government of Canada network)
- [Carte interactive des communautés francophones du Canada \(Fédération des communautés francophones et acadienne du Canada\)](#) (available in French only)



# Contact us

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