

## CESO PROGRAMS

### CESO NATIONAL SERVICES

CESO National Services comprises the Aboriginal Services and CESO At Home programs.

**Aboriginal Services** began offering the services of its VAs to Canada's First Nations in 1969 as they began to emerge into a new world of greater self-government and economic independence.

CESO's first partnership with a First Nation was in Standoff, Alberta, where the Blood Indian Tribe opened the first Aboriginal-owned grocery store on the reserve in 1969. Since then, CESO has worked alongside more than 25,000 Aboriginal client-partners – entrepreneurs, Band and Tribal Councils, Non-status, Métis and Inuit communities, and women's and youth groups from coast to coast.

In 1999, we launched **CESO At Home** to support Canadian communities that are helping themselves. The simple logic was that we would be building on the more than 30 years of experience in international and Aboriginal development to expand our services within Canada. Ultimately, CESO clients and partners in Canada would benefit from the strength and breadth of the experience of our VAs.

Now, CESO At Home provides top-level support to communities and entrepreneurs seeking long-term economic and related social development, as well as providing governance expertise to key clients and partners.

### CESO INTERNATIONAL SERVICES

CESO International Services operates in Africa, Asia, the Caribbean, Eastern Europe, and South and Central America. Representatives in these regions promote CESO and handle requests from small- and medium-sized enterprises, the public sector and service organizations. On average, overseas assignments last two to four weeks and may run as long as three months.

Our purpose is to improve the quality of life of others. Our goal is to develop the capacity of people in developing countries and emerging market economies to manage and produce goods and services in both the public and private sectors.

### VOLUNTEER EXPERTISE NEEDED

Our volunteers come from many occupations and technical backgrounds but we particularly need professional and highly skilled experts in:

- Food processing industries
- Food and beverage services
- Manufacturing
- Tourism/Eco-tourism
- Accommodation service industries
- Agriculture
- Aquaculture
- Handicrafts
- IT (in all areas)
- Micro credit
- Governance
- Municipal services
- International standards (maritime, railroads, banking, etc.)

### LANGUAGES

Primarily our volunteers work in English and/or French. Others include Canadian Aboriginal languages, Spanish, Eastern European languages, Russian, and Mandarin.

### YOUR REWARD

Being a CESO VA is an exciting way to stay active and productive, to share the expertise, skills, and knowledge gained throughout your lifetime, and to give something back to your community or a community in need.

### CONTACT US

To find out more about CESO, how to join our roster of VAs, or to access our services, please visit our website at [www.ceso-saco.com](http://www.ceso-saco.com) or contact the office nearest you.

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► *Canadians sharing a lifetime of experience!*

## ABOUT CESO

CESO | SACO (Canadian Executive Service Organization) is a not-for-profit, volunteer-based organization founded in 1967. We provide economic development and governance expertise to Aboriginal and non-Aboriginal Canadians and clients and partners in Africa, Asia, the Caribbean, Central and South America and emerging market economies in Eastern Europe.

## OUR SERVICES

We help client businesses grow and local economies improve through skills transfer and mentoring – all to enhance the quality and standard of life.

Currently, our primary areas of service based on demand are:

- Management and marketing advice to small- and medium-sized enterprises (SMEs)
- Municipal services
- Processing and production
- Private-, nonprofit-, and public-sector governance
- Human resources
- Financial management – accounting
- Business Plans

Our initiatives with overseas clients and partners allow us to identify products and services that are needed, but not locally available. As an extension, we developed our Business Linkages program to link our

overseas clients and partners with Canadian suppliers.

## OUR EXPERTS

Volunteer Advisers (known as “VAs”) are Canadians eager to donate their time, talents and experience to assist individuals and communities both nationally and internationally. We have a roster of approximately 3,000 such volunteers with technical and managerial expertise.

Since 1967, CESO has handled more than 50,000 assignments. Each year our volunteers tackle approximately 1,500 more assignments in Canada and abroad.

## OUR SUPPORTERS

Our main sponsors are the Canadian International Development Agency (CIDA), Indian and Northern Affairs Canada (INAC), and other federal, provincial and territorial agencies.

Further important support comes from a wide range of Canadian corporations and foundations, as well as the generosity of individual Canadians and our valued VAs.

## OUR CLIENTS & OUR PARTNERS

Here are some examples of the results achieved by our clients, our partners, and CESO VAs:

- › Imagine an enterprise started in the Philippines in 1996 with the goal of supporting sustainable enterprises, community development, and improving economic opportunities for women. A key focus of its work is the development of products made from ubi, a purple yam that is a valued staple in the Bohol province. CESO VAs advised the enterprise on how to improve product quality, reduce production times by two-thirds and increase production capacity. VAs also supported the launch of an export initiative by developing and implementing the enterprise’s international

marketing plan. Seeing increased interest in and potential for the development of ubi, the enterprise formed an association of non-government organizations, people’s organizations, and government agencies including two organizations established to improve the living standards of women in the Philippines.

- › Imagine the Madawaska Maliseet First Nation in New Brunswick determined to become more economically independent. A CESO VA was instrumental in the planning of an eco-tourism complex that involves a hatchery and fish-out pond, a nature trail, campground, and interpretive centre.
- › Imagine a project, undertaken by CESO and a partner organization, with three major objectives to support and strengthen good governance practices in Cameroon. One objective is to strengthen the capacity of two branches of a major association of elected municipal officials. A second objective is to strengthen the capacity of a major non-governmental organization. And a third objective is to increase public participation in community development activities and to support the strategic interests of marginalized groups in Cameroon such as women and youth.
- › Imagine the Labrador Métis Nation seeking the information it needs to develop its tourism strategy. Over seven months, VAs worked in close collaboration with the client to create a five-year plan that includes a strategy for tourism, a new cultural centre and value-added processing of forestry products. Said John Fleet, general manager of the Métis Development Corporation, “CESO was a real saviour . . . we had to pay minimum costs and we’ve received really, really high value.”
- › Imagine the Municipality of Rurrenabaque, a town of 8,000 located in the middle of the Bolivian tropical region, working to build its sustainability and improve its future prospects. CESO VAs assisted with the development of an Urban Development Plan that has produced numerous outcomes,



including the paving of streets, construction of new buildings, functioning of different commercial and leisure establishments, and the development of a tourist plan. Commenting on CESO’s work, Mayor Dilo Negrette Arze said, “Expectations have been exceeded.”

- › Imagine the people of Nunavut striving to improve their social and economic environment, develop a strong and skilled public service and increase Inuit participation in government employment. CESO has been providing the services of its VAs to the Government of Nunavut (GN) since 2001 and the GN/CESO Partnership Program has grown rapidly to the point where it now involves most departments and a number of hamlets and Nunavut agencies.
- › Imagine an Armenian town devastated by years of war. The local YMCA is the only active organization left in the area and plays a pivotal role in community life. Young people go there for critical resources including education, sports, computer classes, language classes and child-care programming. The organization gives young people alternatives to being on the street and tools to be productive citizens. A CESO VA provided critical support and advice for the organization in its preparation of community-service strategies and objectives and in its efforts to get much-needed funding. The VA worked on the strategic planning process along with a YMCA representative from Detroit, the organization’s board, management, staff, volunteers, young people and key community stakeholders. As a result of this support, the local YMCA was able to strengthen and broaden its range of services and get some core funding on a long-term basis from YMCAs in other countries.

