

**Creative Capital  
of Canada**

# **Movement Guidelines**

# WHAT IS CREATIVE CAPITAL OF CANADA?

The Creative Capital of Canada is a movement designed to encourage confidence and celebration in the core attribute that led to the Waterloo Region's success.

Our creative minds made us an industrial powerhouse and led our transition into the innovation economy. The ability to solve problems from new perspectives takes hard work, resilience and collaboration. It's called 'creativity' and it exists in all of us.

Before innovation, there was human creativity, collaboration, and hard work.

**Join us.**

This guideline is designed to take you through the movement's initiatives, goals, and provide opportunities to participate, inspire others to join in and make this initiative your own.

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**IT IS TIME WE**

**BECOME CELEBRATORS.**

When we acknowledge the creativity in one another, we'll see an explosion of inventiveness. Why? Because you attract what you celebrate. And then, we'll truly become the Creative Capital of Canada.

There are no leaders for this movement, but rather, early adopters. This movement invites everyone to join in and as an early adopter you have this new role of embracing one another as equal, identifying and encouraging creativity amongst your peers. It takes guts to recognize yourself as an early adopter, but it quickly becomes about everyone else in our region.

# DEFINING CREATIVITY

It's important to make this initiative your own and be able to embed it into your own personal brand or organization's messaging. The intent of this movement is to encourage participation by being inclusive of everyone, define creativity as the process of problem solving, and instilling confidence and celebration in the core attribute that led to the Waterloo Region's success.

# How to Participate?

**THERE ARE MANY**

**WAYS TO GET INVOLVED.**

From joining the movement, to sharing your stories, our hope is for people to recognize any of your initiatives as a part of the Creative Capital of Canada. Waterloo Region is backed by over a century of success stories, innovations and sparks of ingenuity - there's no reason why you can't be a part of that footprint.

Feel free to include the 'Creative Capital of Canada' in your individual posts, stories, articles, blogs, company's messaging and in conversation.

EXPLORE THE

CCOC WEBSITE

A website has been created to showcase the many stories from our region, all of which highlight the many acts of creativity that pop-up each and every single day.

[creativecommonsofcanada.ca](http://creativecommonsofcanada.ca)

The screenshot shows the Creative Capital of Canada website for the Region of Waterloo. The header includes the logo and social media icons. The main headline reads "The Creative Capital of Canada is right here... in all of us." Below the headline are two buttons: "Read Stories" and "Learn More". The page features three article teasers:

- Local animation studio is making an impact on the world stage**  
ARTS & CULTURE, EDUCATION  
Awards Season is well underway. With the Oscars ready to take the stage, a local animation studio is developing talent who may someday be walking the red carpet to receive their own golden statuette.
- Turning students into innovators**  
COLLABORATION, COMMUNITY  
Students in Highlander Lab to be mentored by tech industry workers
- U.S. vs. Canada in Twitter-fuelled art throwdown**  
COMMUNITY, EDUCATION  
Dozens of high school students collaborated openly in a deadline-driven, cross-border artistic throwdown, streamed live online.

Other visible elements include a photo of a man sitting at a table, a photo of students working at a computer, and a photo of a group of people playing music.



# Share Your Creative Moments

Have you come across an event, someone, or something in the Waterloo Region that was creative? Maybe that someone at the heart of your story is you!

It's definitely worth sharing and celebrating.

Please tell us more.

## talents

New space is well-equipped with a wood and metal shop, 3D printer and more. But the space is not simply about the tools.



TECHNOLOGY, RESILIENCE

## University of Waterloo's Velocity launches investment fund to support tech startups

Since it was founded in 2011, Velocity has



ARTS & CULTURE, BUSINESS

📅 April 27, 2019 | 10:00am

## Eco Shop n' Swap Market - Vendor Registration

This amazing day includes an Eco-friendly art market in the ECI gym showcasing work from both professional artists and from our own talented student artists.

Eastwood Collegiate Institute, 760 Weber Street East, Kitchener, ON, N2H 1H6



COMMUNITY, EDUCATION

## Cambridge school for students with autism here to stay, says principal

The principal of a new independent Cambridge school is working even harder to help families following provincial changes to autism program funding.



EDUCATION, COMMUNITY

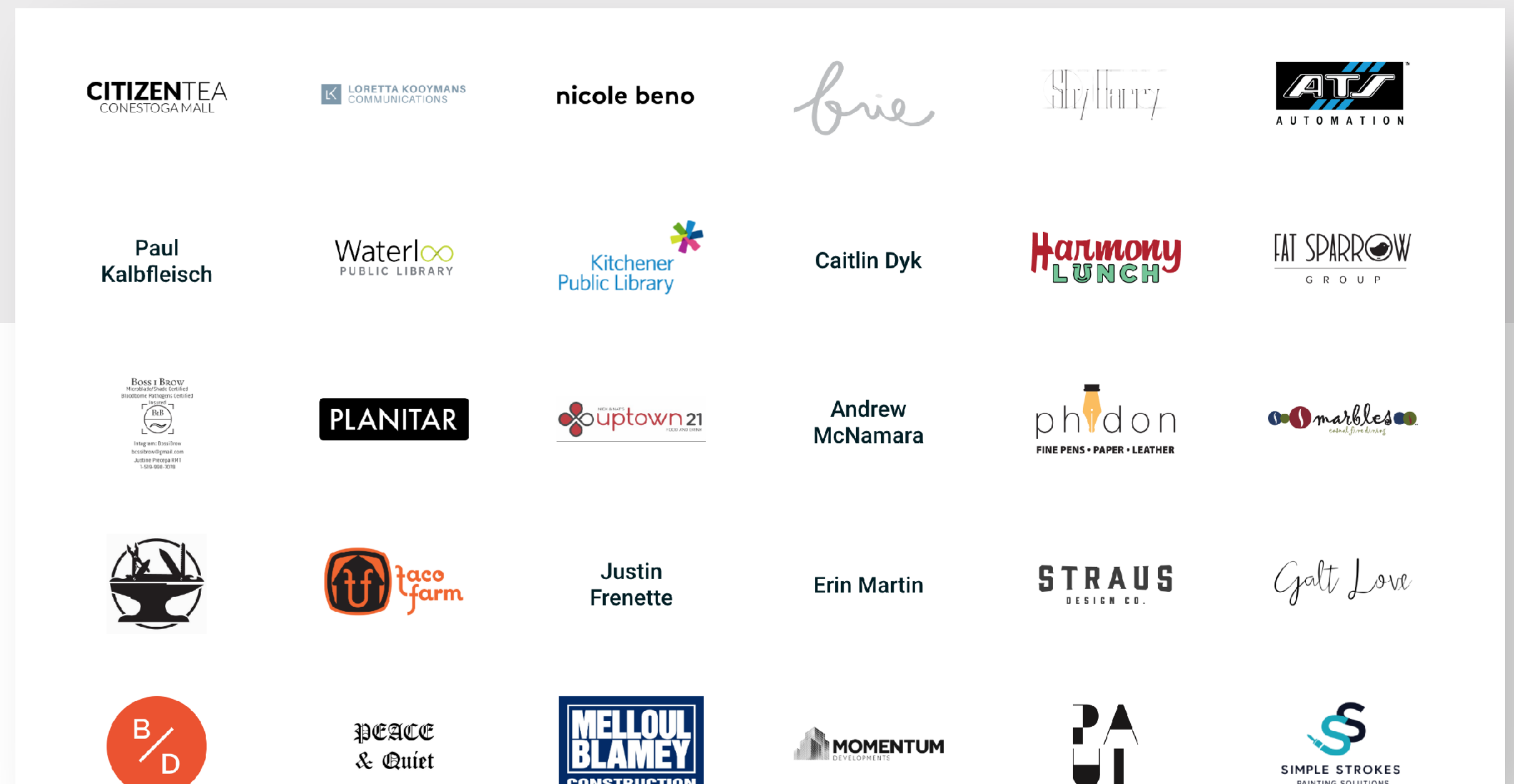
📅 April 12, 2019 | 3:30pm

## 871C: 8th Annual Graphic Design Showcase

On Friday, April 12, 2019, the graduating class from Conestoga's Graphic Design Advanced Diploma program will host a year-end show entitled 871C: 8th Annual Graphic Design

# Join the Movement.

Many have already joined! Upload your own name or organization's logo on the CCOC website and show your supporting celebrating the Waterloo Region as the Creative Capital of Canada.



## SOME LOOKING INTO

Alongside this package are also a few articles that highlight the importance of celebration and the Kitchener-Waterloo regional identity.

Silicon Valley of the North? Sounds a bit like second place.

We're creative, we have been, that's who we really are.

Check out the articles below to read more about why we need to begin celebrating our Region out loud!

Places to Live Kitchener-Waterloo

Google plans to keep growing and hiring here in Kitchener

'A development tsunami' in Kitchener

Innovation Nation: Does Canada's tech sector need a rebrand?

# SOCIAL MEDIA

Share your creative story on social media, or feel free to introduce someone else in our community, but don't forget to use the suggested hashtags!

Follow CCOC along on social

 @CCOCWR

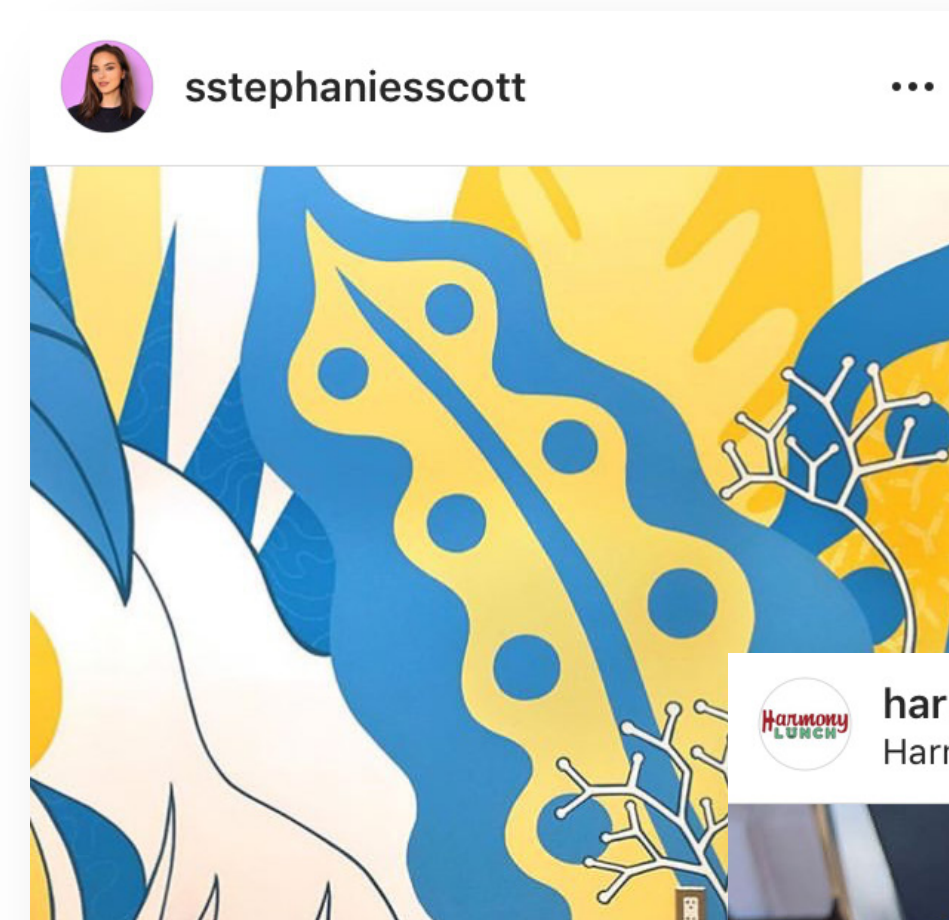
 @CreativeCapitalofCanada

 @creativecapitalofcanada

#CreativeCapitalofCanada #CCOC

#CreativeCapital #KWawesome #WRawesome

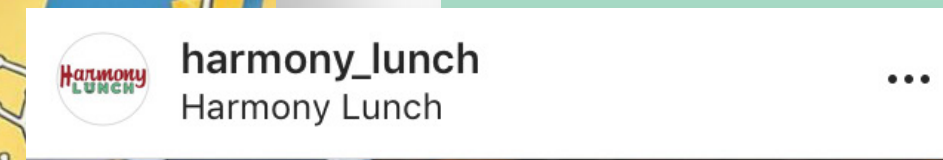
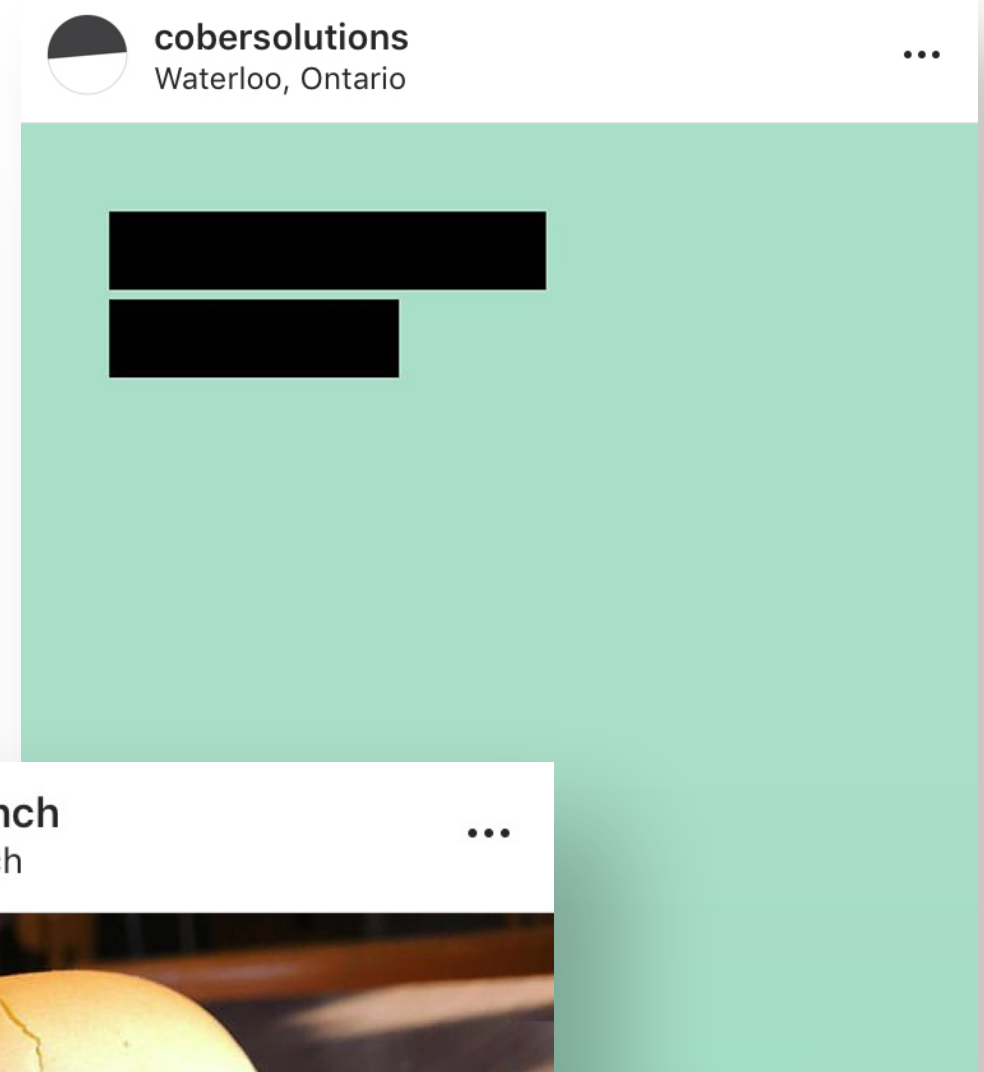
#RegionofWaterloo #WaterlooRegion



Liked by emart1n and 130 others

sstephaniesscott As I mentioned in my previous post, nearly every component of this piece for @nicoya\_life is rooted in science. Scroll through to see all the influences 🙌

#muralart #muralartist #muralmonday #botanicaldrawing #mitosis #microbiology #mitochondria #molecule #nucleus #outwiththeoldinwiththenucleus #scienceisfun #ladieswhopaint #betcheslovetomurals #dtklove #wrawesome #kwawesome #thelocaladvocate #creativecapitalofcanada



Liked by bethbowles\_ and 97 others

harmony\_lunch WICKED GOOD BURGER ALLERT 🍴🍴🍴 pork patty, plantain tostones, lime aioli, orange pineapple salsa, cilantro

harmony\_lunch #chef #519 #kwawesome #wrawesome #waterloo #uptown #uptownwaterloo #intsaeats #foodpics #nomnom #fatsparrow #creativecapitalofcanada [...]

ign and 35 others  
friends! Check  
anada to see  
y are starting!

cdesign  
n #brand  
print #printer  
or #kwawesome  
#studio  
life #typography  
n #illustrator  
be #gradient

# Help Spread the Word

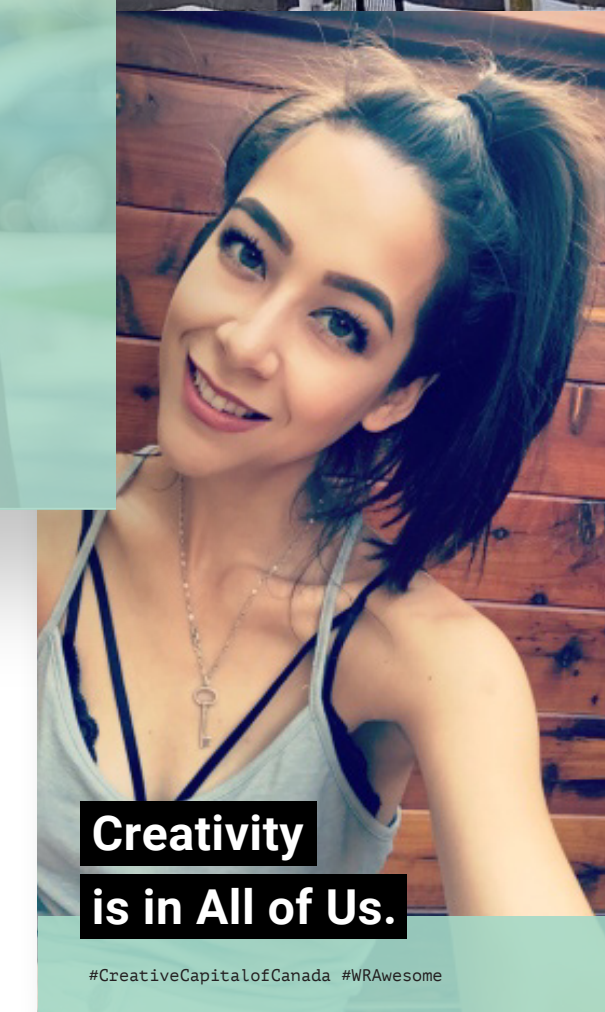
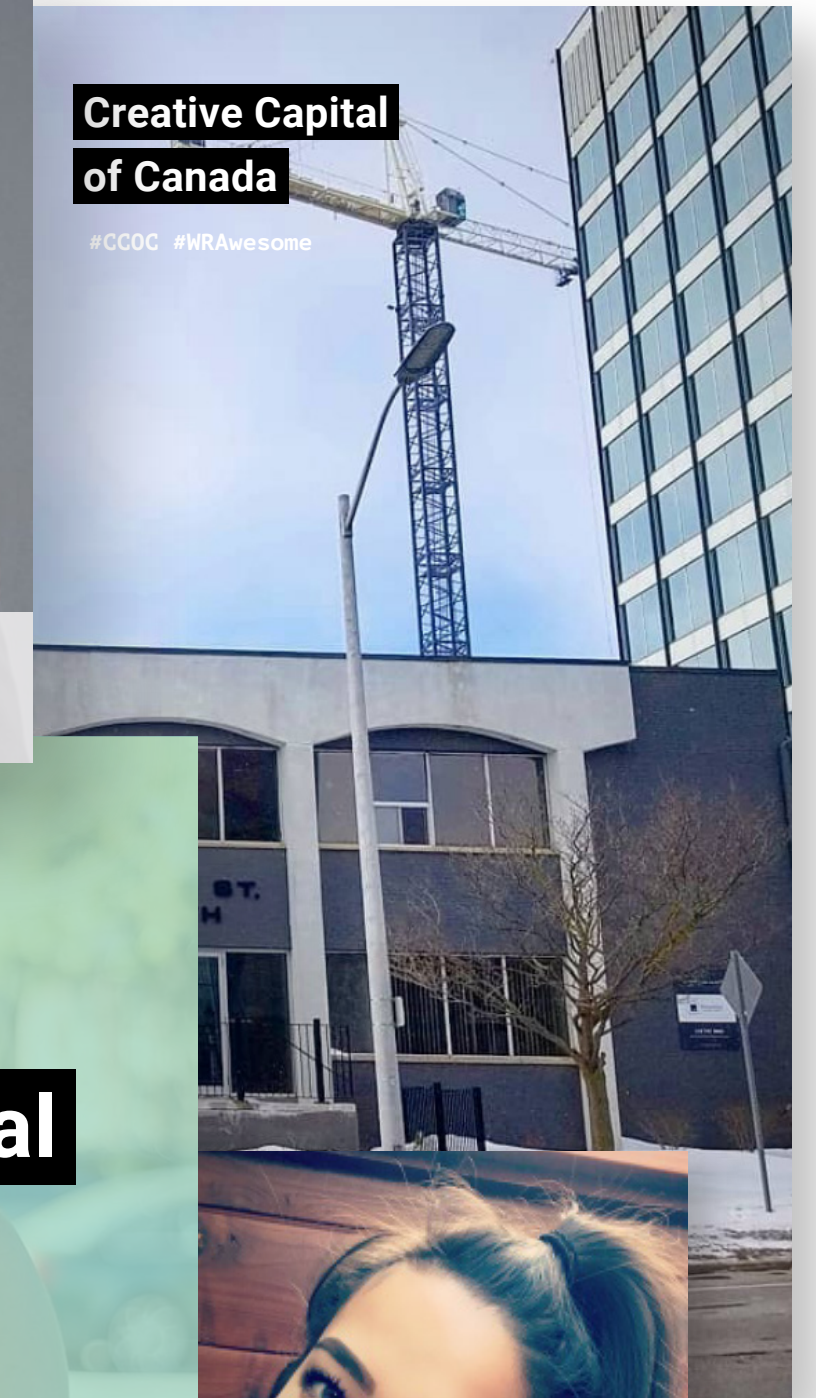
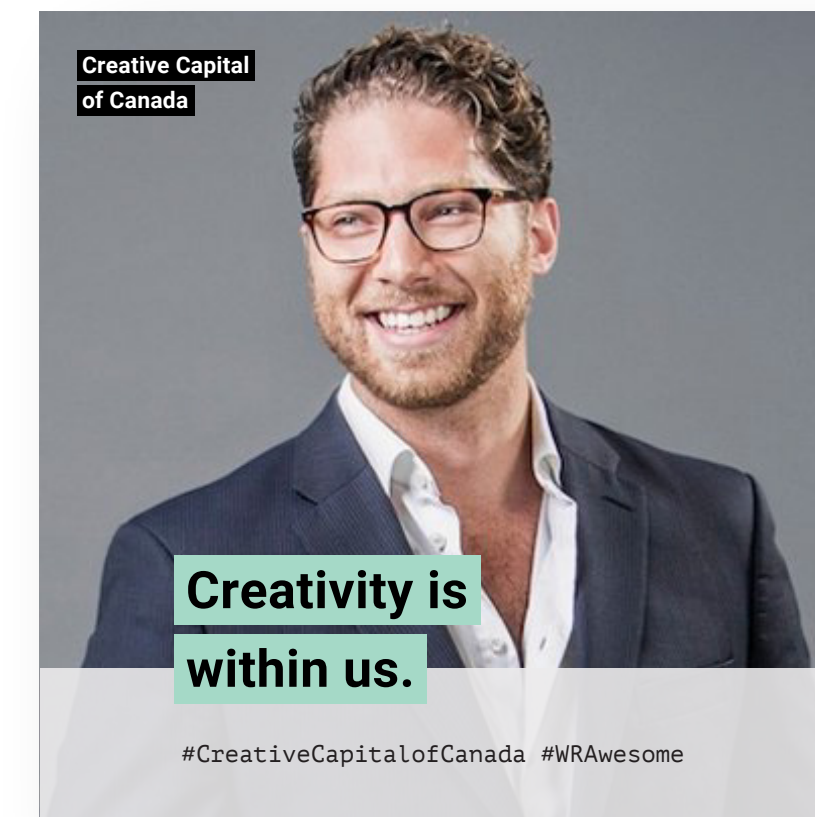
Visit the social media assets that have been prepared to help get the word out about this initiative in identifying Waterloo Region as the Creative Capital of Canada.



# Facebook

Show your support by updating your profile picture with a CCOC frame. Just search CCOC or Creative Capital of Canada for a selection of frames to choose from!

Or update your story on Facebook using one of our CCOC story frames!



 @CreativeCapitalofCanada

# Snapchat

GEO FILTERS! Yes. They are here. It's about time the public found out where the Creative Capital of Canada is. Feel free to have fun with this regional filter! Just visit snapchat and make sure you're somewhere in the Waterloo Region.



# Instagram

Along with the posts available for download, a series of giphy stickers have been created that can be added to your stories!

All you have to do is search CCOC or Creative Capital of Canada in the sticker library on Instagram!

 @creativecapitalofcanada

**Creative Capital  
of Canada**

**Creativity  
is in All of Us.**

#CreativeCapitalofCanada #WRAwesome

**Celebrating  
Our Creativity.**

**Creative Capital  
of Canada**

**Celebrating  
Our Creativity.**

#CCOC #WRAwesome



# Contact

If you want to get even more involved, don't hesitate to reach out to us to collaborate! There's always room for contributors, volunteers, and feedback.

[info@creativecapitalofcanada.ca](mailto:info@creativecapitalofcanada.ca)



@CCOCWR



@CreativeCapitalofCanada



@creativecapitalofcanada

[creativecapitalofcanada.ca](http://creativecapitalofcanada.ca)

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