



NEWS RELEASE

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Saint John Implements Smart City Initiative

Innovative data collection strategy will help transform the community

May 25, 2017 – Saint John, NB – Atlantic Canada Opportunities Agency

[Enterprise Saint John](#) today officially launched its new Smart & Connected Community Data Strategy that will transform the Saint John regional economy by using Big Data, thanks in part to more than \$1.2 million in investments from the Governments of Canada and New Brunswick.

Wayne Long, Member of Parliament for Saint John, on behalf of the Honourable Navdeep Bains, Minister of Innovation, Science and Economic Development and Minister responsible for the Atlantic Canada Opportunities Agency, joined the Honourable Ed Doherty, Minister of Service New Brunswick and Enterprise Saint John officials to make the announcement.

The Smart City initiative includes strategically placing beacons and sensors throughout the Greater Saint John area to collect real-time data. This data will be analyzed and shared in order to create smart applications for both businesses and communities interested in becoming more efficient, while helping researchers and innovators to resolve social and economic issues.

The Government of Canada is providing Enterprise Saint John with a non-repayable contribution of \$1,151,780 through ACOA's [Innovative Communities Fund](#). The Government of New Brunswick is investing \$100,000, while Enterprise Saint John is investing \$110,248 towards the project. Cisco is providing \$200,000 while Bell Aliant is providing \$60,000.

This project builds on the Government of Canada's commitment to drive economic growth in Atlantic Canada through the [Atlantic Growth Strategy](#), which supports strategic investments in initiatives that build on the region's competitive advantages, such as its strong export potential, growing innovation ecosystem, and skilled workforce.

Quotes

"Innovation is the path to inclusive growth. It fosters a thriving middle class and opens our country to new economic, social and environmental possibilities and is essential in shaping our future. That is why the Government of Canada is committed to supporting projects like Enterprise Saint John's Smart & Connected Community Data Strategy."

- *The Honourable Navdeep Bains, Minister of Innovation, Science and Economic Development and Minister responsible for ACOA*

"The Smart & Connected Community Data Strategy represents a huge leap in Big Data innovation potential. It will build and grow an inclusive innovation ecosystem where industry, ideas and investments will come together and enhance economic prosperity for the entire Greater Saint John region."

- *Wayne Long, Member of Parliament for Saint John*

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“Information technology is an important sector for the New Brunswick economy, providing interesting opportunities. Our investment in this Smart & Connected Community Data Strategy project demonstrates our commitment to invest in innovation to help the information technology sector and the New Brunswick economy.”

- *Honourable Ed Doherty, Minister of Service New Brunswick on behalf of the Honourable Donald Arseneault, Minister responsible for the Regional Development Corporation*

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- *Hon. Ed Doherty, Minister of Service New Brunswick on behalf of Hon. Donald Arseneault, minister responsible for the Regional Development Corporation*

“We have five municipalities, but one community. Our vision is to be **Canada’s Most Connected Community** by highlighting the strength of our technology, people and strategic location. Global technology leaders CISCO and T4G are already investing in this community because they know Saint John is a hub of innovation. We hope this major project will attract even more innovators who will work with data from our world-class industrial base and business community to come up with new opportunities to drive this region’s economy and be a model for others around the world.”

- *Steve Carson, CEO, Enterprise Saint John*

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