

FRANCOPHONE HERITAGE, CULTURE AND TOURISM CORRIDOR

MEMORANDUM OF AGREEMENT

TERMS

RDÉE Canada and its provincial and territorial members shall:

- Support and work with the client who is participating in the Francophone Heritage, Culture and Tourism Corridor;
- Offer the client free of charge a set of tools to meet the requirements of the target market clientele;
- Provide the client with the logos pertaining to the National Classification of Services in French[®]: a “fr” logo that is blue, green or yellow, corresponding to the appropriate level of services in French;
- Ensure that the client meets the criteria established when the corresponding “fr” logo was distributed;
- Promote tourist products through the Corridor on Francophone, Francophile, domestic and international markets;
- Promote client activities through its network of tour operators, marketing partners, web tools and strategies and media;
- Follow up with the client once a year to verify and update the following information:
 1. The National Classification of Services in French[®] level provided;
 2. The date its website was last updated; and
 3. Inclusion of the Corridor hyperlink on its website along with the Corridor’s Internet address and logo.

RDÉE Canada and its provincial and territorial members shall work with clients so that they can meet these requirements.

The client shall:

- Integrate their product or tourism activity into the Francophone Heritage, Culture and Tourism Corridor over the long term;
- Define and apply one of its levels of service from the National Classification of Services in French[®] (Appendix 1) based on its capacity;
- Select the “fr” logo corresponding to the level of service to be offered and apply it to all marketing supports (brochures, website, menus, etc.). The logo is available in various formats – vignettes, PDF or JPEG files (see also the logos in the appendix) ;
- Post in a location visible to visitors the “fr” logo with the colour corresponding to the services in French provided;
- Provide a text describing the subject or product (about 200 words).[1]
- Provide a minimum of 6 photos (JPG format, 1280 pixels minimum – landscape or portrait) ;
- Contact RDÉE Canada if the category of the level of services available in French has changed;
- Allow RDÉE Canada to freely use photos, videos, texts and all other documentation provided to include the Corridor, in whole or in part, in printed or electronic documents, pamphlets, corporate documents, promotional tools, magazines, bulletins, websites, social media and other documents of similar nature from year to year to promote the Corridor and their client.
- Include the Corridor hyperlink on its website along with the Corridor’s Internet address and logo.

If either RDÉE Canada or the client wishes to withdraw the tourism product or subject from the Francophone Heritage, Culture and Tourism Corridor, which is the subject of this agreement, notification to this end shall be emailed to the other party, and 30 days' notice shall be provided from the date this notification is received before this withdrawal is effected.

I shall comply with the RDÉE Canada memorandum of agreement.

[1] RDÉE Canada reserves the right to adapt the description to retain the same style throughout the site.

APPENDIX 1

Admissibility Criteria for the Classification of Services in French®



Service in French available at all times

Have a minimum of 1 staff member (or the equivalent of 10% of the number of employees in a business with 10 or more people) at all times (for all the frontline functions) so that visitors have access at all times to the service that was promised or posted.



Service in French available on request

Have access to someone who can speak French and can serve as an intermediary for all requests made in advance or on site, as stipulated by the business.



Documentation available

Be able to provide documentation in French at all times.

Examples by activity sector:

- **Restaurants, beverages:** menu available in French
- **Accommodations:** room instructions available in French
- **Attractions and cultural tourism:** informative brochures, signage and interpretive panels available in French
- **Travel market:** brochures, programmes, forms and/or contracts available in French
- **Events:** programme and/or site map available in French
- **Transportation:** safety pamphlets available in French
- **Adventure tourism and outdoor activities:** guidelines and instructions available in French
- **Visitor services:** various documentation available in French
- **Retail trade:** product labels, business cards available in French

Promotion in French

Relevant information on the tourism product would be available in French through one of the following two means:

1. Website: minimum criteria: welcome page in French or bilingual

and/or

2. Relevant information available in French on social/digital media