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## *Communications in Science and Education*

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**Client: Centennial College—federal grant collaboration, contextual research, positioning and writing**

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*excerpt:*

### **Environmental Scan: the Interactive Digital Media Marketplace**

#### *National Policy*

As mandated in Canada's Science and Technology (S&T) strategy, "Mobilizing Science and Technology to Canada's Advantage (2007)," this proposal to the NSERC-CCI Program aims to leverage strategic "Knowledge Advantage" for Canada, mobilizing practical applications/solutions to address challenges that intersect at two priority points in the S&T strategy: health and related life sciences, and information and communications technologies.

#### *Provincial Policy*

The proposed project is also in sync provincially, with Ontario's Innovation Agenda, and specifically with the objective to create "new technologies for powering business, sharing information and creating virtual communities;" and with the province's health-technology productivity priority, the Health Technology Exchange (HTX). Several of our industry partners have already demonstrated their relevance and viability regionally, having garnered support through the HTX, project support that can be leveraged by the NSERC-CCI. The province is recognized as a North American leader in new digital industries, particularly in digital media for arts and culture.

[http://www.mri.gov.on.ca/english/news/OCAD033108\\_bd1.asp](http://www.mri.gov.on.ca/english/news/OCAD033108_bd1.asp).