



**Expected
to
Unexpected**

Discover Your Story



Welcome to the Playground



Welcome to the Playground 5

What is Setting the Bar?

We all live in a Region. This understanding is the first step to improving our current way of living. In this fifth and final year of a research project defined by the Institute without Boundaries (IwB), the focus was on the Toronto Region and the many assets found therein. This publication will reveal the challenge originally posed, our journey towards the insights that informed our strategic direction, and the key players who will serve as the torchbearers. So let us begin exploring the Region in which we all live.

Canada's economic engine



What is the Toronto Region?

The Toronto Region is located on the northern shore of Lake Ontario in southern Ontario, Canada. It is one of the fastest growing places in North America, and home to nine million people or one quarter of Canada's population. The Toronto Region is the most multicultural region in the world, with one third of all new Canadian immigrants choosing to reside here. It's forecasted that the Region's population will be 13.5 million by 2041. The geographic area covers more than 31,562 square kilometres stretching from the western end of Lake Ontario, with outer boundaries expanding north to Georgian Bay, south to Lake Erie, west to Kitchener/Waterloo and east to Cobourg and Peterborough.

The Region's polynodal composition creates an interconnected network of urban growth centres. All these moving parts work together to form Canada's economic engine. There is, however, a hidden layer to the Region that both internal and external audiences are missing: A unifying narrative that tells the story of the Toronto Region's potential. As a young Region, it is rapidly growing and experiencing change at every turn. With all of this transition, growth and fusion, the Toronto Region has the potential to be a global leader in various sectors. Working with our partners at Toronto Global, we hope to see this outcome in the immediate future by revealing this hidden layer. This project would not be possible without the collaborative relationship with our client, Toronto Global. Let us shift our attention to this pioneering organization.

A non- for-profit investment attraction agency



Our Partner

Serving as the unified front for the Region's municipalities, Toronto Global is a not-for-profit government funded agency with the mandate of attracting foreign direct investment. To this end, the organization provides a comprehensive approach to facilitating smooth transitions for international companies wishing to do business in the Toronto Region. Through a collaborative exchange with Toronto Global, we developed an integrated design strategy with the goal of helping the Region connect with itself and the world.



A Suite of Products
Publication
Game
Website
Interactive Map
Atlas

Our Design Challenge

Our challenge was to develop a communications strategy that identifies and articulates the shared narrative and vision of the Toronto Region, focusing on its identity and economic assets. We developed an integrated design strategy that includes this communications strategy and a suite of products. The products serve different audiences within the Region to help them uncover possibilities and live to their fullest potential. The following section will describe the various research tools employed.

Explore



Columbia

THE WORLD'S RESILIENT CITY

THE WORLD'S DISCOVERY DISTRICT

EMPATHY 101

THE WORLD'S BEACON OF RESEARCH

50 NORTH

Loggery

stack

- + Pro
- + School
- + Con
- + Case to
- + Proj
- + Objectiv
- + Delve

Our Research Methodology

A regional tour

Intercept interviews on transit, throughout the Greater Toronto Area (GTA), and Yonge & Dundas Square

Client interviews

Attendance at events about regional collaboration between municipal governments

Secondary research on municipal government vision and values



CHAIM / CHRIS DEETRON / DIXON / DUSKY
DAM-FUNK / DEETRON / GAB RHOME / GREG GOW
EATS EVERYTHING / JORIS VOORN / KINK (LIVE)
JACKMASTER / MACEO PLEX / MALL GRAB
LEON VYNEHALL / MY FAVORITE ROBOT
MANDO LE TOUGH / REBOLLEDO / RECONDITE
NINA KRAVIZ / NITIN / SECRET GUEST TBA
RED AXES / ROMAN FLÜGEL / SVEN VÄTH / YOTTO
SONNY FODERA / SOUL CLAP

ADDY / ALBERTO JOSSUE / ALEKSANDAR KOVIC
ANDREW CHOI / BRIAN JOHNSON / BORZOO / CHRIS LARSEN
GERA / JEFF BUTTON / JONATHAN ROSA / JAMIE KIDD
KOKO / NADIA / NATURE OF MUSIC / NIGHT VISION
SIMON JAIN / TALAL & ZOI / TERENCE KISSNER

INFORMED SELECTIONS FIVE 333+ RECORDED S ABSOLUT MOOD

“We were here
before borders.”



“This is a nation
of immigrants.”

“GM made everything you see.”



FARMERS

“Farmers feed cities.”

A stronger farming means a stronger





**“I never know
what the GTA is.”**



Help us better
understand
our Greater
Toronto Area



COLLABORATING FOR INVESTMENT ATTRACTION IN THE TORONTO REGION

@munkschool #munktalks

YOUR REGION FOR BUSINESS
LOCATE YOUR BUSINESS HERE

“Think locally, act regionally.”

- Mayor of Mississauga,
Bonnie Crombie

“We’d like them to come here because it is so hard to describe the Region. So when they actually are here, we’re then able to introduce them, show them real estate location. We’re able to introduce them to potential partners or customers. We can come up with a whole program that helps them get familiar with the region...”

- Bethany Moir,
Director of Research and Insights,
Toronto Global



Making the Invisible Visible

Communicating the vision and shared narrative of the Toronto Region is not just difficult for those of us who live here. Toronto Global's biggest challenge is describing the Region to foreign direct investors, specifically its neighborhoods, transit and road networks, and interconnectedness. More importantly, how can we describe the Toronto Region's unifying vision and values, as well as its aspiration and potential?



What do you want
the future to look like
for yourself?

- live within the ability of my budget
- Fun/playful
- energetic
- Happier 😊
- Fearless
- Abundant
- DO, BE, HAVE ANYTHING I WANT
- Being productive, making money, social
- diverse - try new things
- poetic
- MINIMAL LIVING LIFESTYLE
- HEALTHY LIVING SATISFACTORY
- balance of stability + freedom
- full of Possibilities
- fulfilling my purpose
- Inner Respect.
- BE HAPPY
- fulfilled - happy
- surrounded by loved ones
- happier
- I ALWAYS WANT TO BE QUESTIONING HOW THINGS WORK.
- I WANT TO BE A LEADER THAT PLAYS THAT PUSHES INNOVATION IN A WAY THAT BENEFITS SOCIETY
- Financial freedom
- fulfilled
- I WANT TO WORK IN VARIOUS COUNTRIES LEARN

Explore

The Path to Discovery

Our research led us to the understanding that the Toronto Region is full of complexity. People live differently. There are diverse cultures and values. We connect in unexpected ways.

We all experience the Region differently, and yet a communications strategy requires focus, vision, and aspiration. Our research revealed important insights into what we can become.

Uncover




Our Research Methodology

Our unique strengths are taken for granted.

In order to connect, we must collaborate.

Friction leads to fusion.

Who we attract is who we are.



“I don’t feel like I don’t belong here. It’s the opposite. You are welcome in our city, we can work together - and this is not a problem.”

- Interview with Amanda, newcomer to Canada from Brazil, 2018

Insight 1: Our unique strengths are taken for granted

The residents of the Toronto Region are not aware of its many assets. For example, it has a strong social fabric. Canada ranked seventh place in the UN's 2018 World Happiness Report, with Toronto coming in at 86 out of 133 cities for the 2017 cost of living index (Economist Intelligence Unit). There is also an abundance of nature. Toronto came in fourth in an MIT tree canopy study (2017). We are globally recognized for our diversity. A BBC study in 2016 named Toronto as the most diverse city in the world.



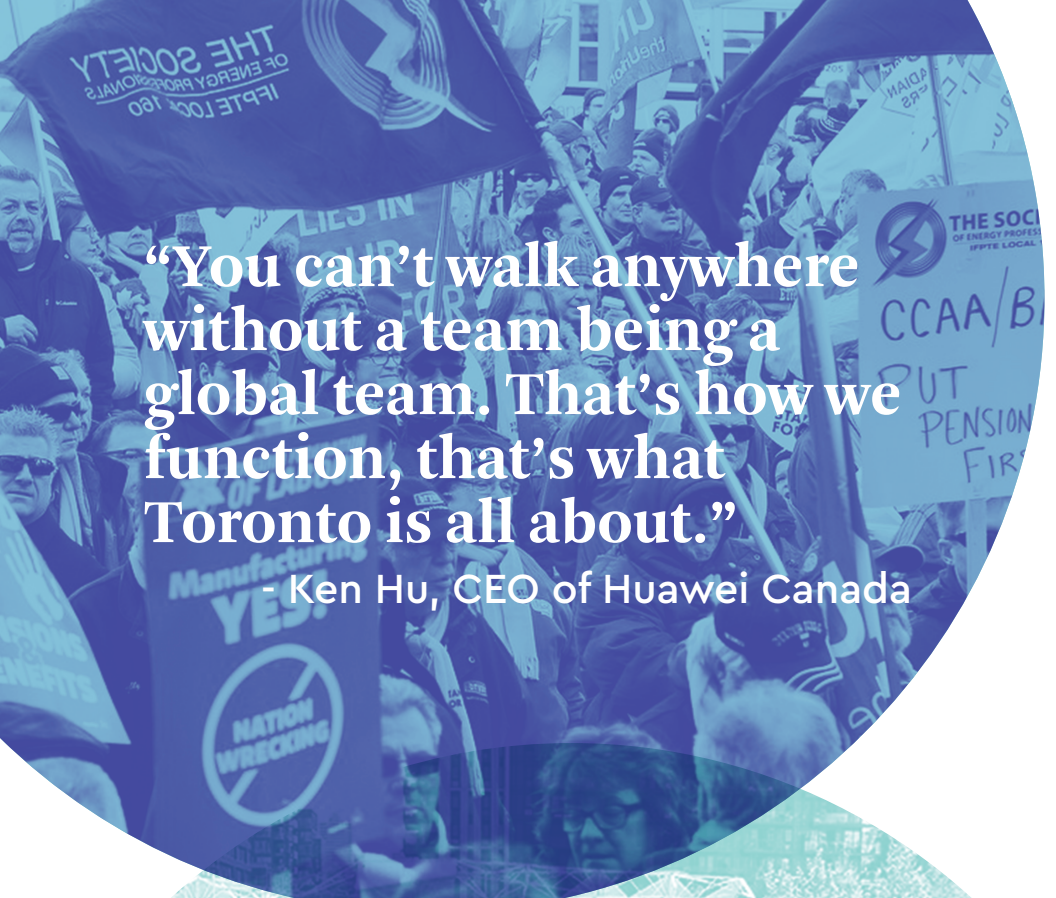
How can unexpected connection lead to meaningful collaboration?



Insight 2: In order to connect, we must collaborate

The Institute for Competitiveness & Prosperity economic cluster working group brought together representatives from economic development offices across the Region for the first time in October 2017. We observed that municipal representatives around the Region realized they can be more effective in their work by collaborating with one another.

Connection is not just empty words. It is about working together towards the same goal. Only then will we be able to show our collective strengths. Municipal leaders rarely see the value of connection across jurisdictional lines. There are occasional successes, however, such as the collaborative effort by Toronto Region municipalities to gain a spot on the Amazon HQ2 long list.



“You can’t walk anywhere without a team being a global team. That’s how we function, that’s what Toronto is all about.”

- Ken Hu, CEO of Huawei Canada

Insight 3: Friction leads to fusion

A recurring theme from our interviews is diversity. This phenomenon is important for attracting people to the Toronto Region. People understand that diversity means acceptance and openness. Individuals who grow up in a culture that values diversity, however, often take it for granted. This oversight helped reveal a question: What are the lesser known or little talked about benefits of diversity? Do coexistence and cultural cross-pollination create a new type of fusion?

The answer is found through the process of leveraging the benefits of different people, places and ideas. We know that the Toronto Region is rich with diversity – not just the people but the values they uphold. Moving from mere coexistence to collaboration is crucial to the Region's success. The Toronto Region is uniquely set up to be a place where unexpected connections and collaboration can occur, sparking eureka moments for mission-driven, meaningful innovation.



Who we attract will impact
our institutions and their
own vision and mission
focus

Insight 4: Who we attract is who we are

As the Toronto Region gets closer to the goal of being a globally-recognized top investment destination, there will be commensurate pressure on physical infrastructure and natural ecosystems. High growth in an area can lead to an increase in the cost of living and degradation of natural resources and infrastructure that supports a high quality of life.

To offset this problem, the Region must properly address unintended consequences to alleviate problems emanating from rapid economic growth.

“Foresight is needed to maintain and improve infrastructure in advance of the strains caused by growth.”

- Micheal Porter




Who are we?

How can the Region ensure it attracts investment linked to ethical business practices?

How do we attract who we want to be?

The answer is to identify the Toronto Region's core values. This will shape the kind of story the Region tells to the world, so we can attract more of who and what the Region is, and who we aspire to be. So it is essential that the people live this story as well as tell it. These values are a blueprint for life in the Region, for a life of resiliency and prosperity, setting the bar for ourselves and world.

Rules of the Playground



This is who we
are. This is what
we strive for. This
is the Toronto
Region.



The Toronto Region's Core Values

Eight values have been developed to serve as an aspirational plan for the future of the Toronto Region.



**Value 1: We are a fluid,
interdependent Region
with the ability to
freely connect.**

We collaborate and not compete
with neighbouring municipalities.

We are willing to work with each
other towards a common goal.

We may have defined borders,
but we are not separated or
restricted by them.



**Value 2: We celebrate
a culture of openness
and the fusion
of differences.**

We are tolerant and accepting
of diversity.

We are inclusive, creating a sense
of place and belonging for all.

We present a new idea
of home: A place of
unexpected connections.



Value 3: We have open and responsive governance, unafraid to tackle complex problems.

We ensure quality of leadership that promotes equity for everyone.

We recognize and respond to changing needs.

We are transparent, accountable and trustworthy.



Value 4: We are home to engaged, thriving, and livable communities, where people can live to their highest potential.

We are healthy, happy, dignified and offer safety for residents of all identities and in all life stages.

We are supported by smart infrastructure and social services.

We have affordable and appropriate housing and transportation options.



**Value 5: We have
a resilient natural
environment that we
sustain and protect.**

We maintain a clean
natural landscape.

We protect and enhance
ecosystem function.

We manage responsible
economic growth to ensure
ecological sustainability.



Value 6: We are a leader in social mobility, acknowledging that we all experience the world in unique ways.

We enable connections to improve public systems and services.

We give access to high quality resources to enhance personal independence.

We help citizens achieve their highest potential and live meaningful lives.



Value 7: We champion an innovation economy and inclusive investment.

We have a cross-collaborative business culture with various skills, talent and knowledge.

We welcome uncertainty, disruption and competition.

We embrace meaningful inclusive investment that aligns with our core values.



**Value 8: We have the best of the best and are not afraid to strive for even better.
The world is here.
The future is here.**

We are forward thinking and adaptable, constantly growing and changing.

We possess self awareness and are able to live our story everyday.

We embrace meaningful, inclusive investment that aligns with our core values.



The Toronto Region is the world's playground for cultural experimentation. We embrace the differences of our inhabitants, which are spread across the region. This fosters connections and allows for uncontrolled interactions between a diverse talent pool to drive innovation.

“
Canadians understand that diversity is our strength. We know that Canada has succeeded—culturally, politically, economically—because of our diversity, not in spite of it.
 Justin Trudeau
 Prime Minister of Canada

“
 Toronto Region is leading the way on resilience to better preparation, withstand and recover proactively, when disruption hits.”
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INITIATIVES
 The Toronto Region is committed to maintaining and developing the world's greatest talent to surpass their passions and drive their unique projects to life with us here.

INITIATIVES
HUB ON
 HUB ON is a leading digital marketing and technology company that will continue to be a world leader in technology, marketing and digital media. We are looking for individuals who are passionate about technology, marketing and digital media. We are looking for individuals who are passionate about technology, marketing and digital media. We are looking for individuals who are passionate about technology, marketing and digital media.

INITIATIVES
CITY RESILIENCE PROGRAM
 The City of Toronto is committed to maintaining and developing the world's greatest talent to surpass their passions and drive their unique projects to life with us here.



What is the Toronto Region?

These values are integral to and the foundation for our regional vision.

We formulated this vision by exploring four scenarios of what the Toronto Region's narrative could be. All scenarios aspire for the Region to capitalize on our diversity and research culture, and to set the bar for new ways of living.

Vision



Vision for the Toronto Region

Playground for experimentation

A safe space that welcomes risk.
Always exploring possibilities and
connections.

Setting the bar

A precedent for excellence.
Achieve worldwide status.

New ways of living and thriving

Evolve with and for each other.
Establish holistic prosperity.



Key Message

The Toronto Region is the world's playground for experimentation and research. We encourage taking risks to uncover the endless opportunities of regional collaboration and investment attraction.



Key Message

The Toronto Region is home to a diverse population united by differences, and is driven by a culture of openness and acceptance. We fuse together ideas and perspectives to create innovative solutions setting a global precedent for new ways to live and thrive.



Key Message

The Toronto Region is young, and able to transform as a living value loop. Adaptable and resilient in the face of change, the world is here. The future is here.



What story do we want to live and tell?

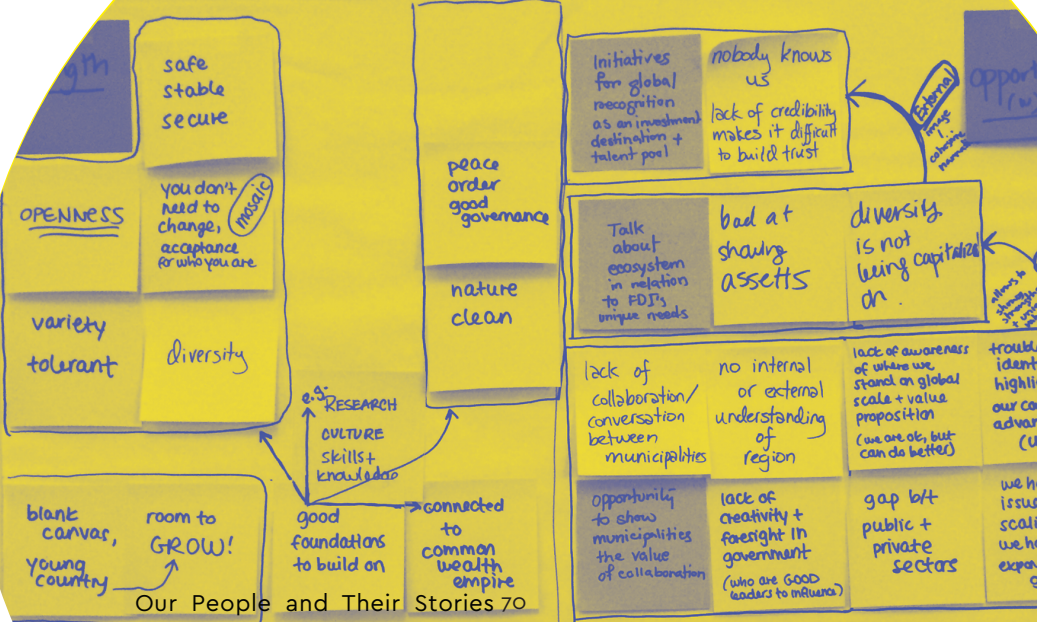
The story of the Toronto Region is about more than our economic assets. We want to attract not only foreign direct investors, but individuals with values that align closely with that of the Region. We want to be recognized globally not only as an investment destination, but as a place for new ways of living and thriving. This is the vision we hold for the Region. This is the story we want to live and tell.



Our People and Their Stories



What/who contributes to our + collective narrative + USPs



Audiences and Initiatives

Who do we tell this story to?

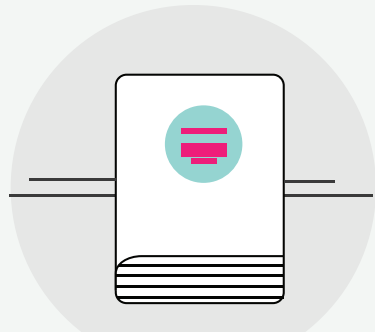
We identified four audience segments: The regional resident, global talent, the foreign director investor and the regional influencer.

How do these people engage with the Region's story?

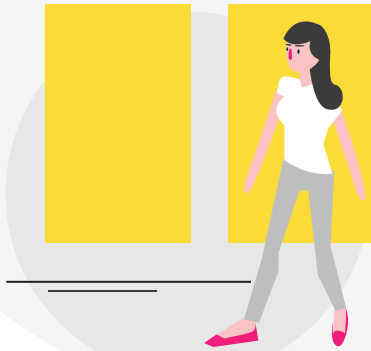
We developed seven initiatives to appeal to these audiences, who will tell the story through actions, not words.



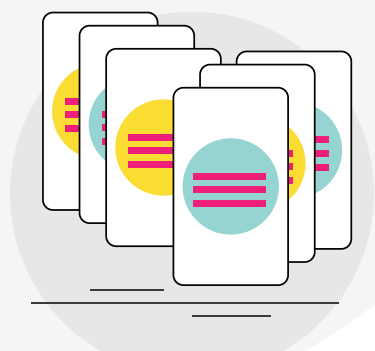
**Friction to Fusion:
Social Media Campaign**



Cluster Playbook



**Live Your Story: Brand
Campaign**

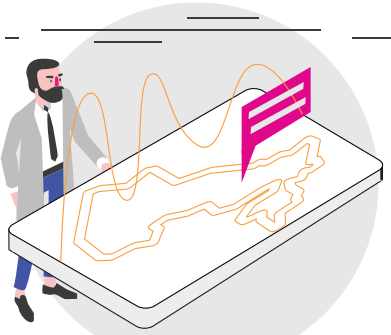


Playing with Clusters

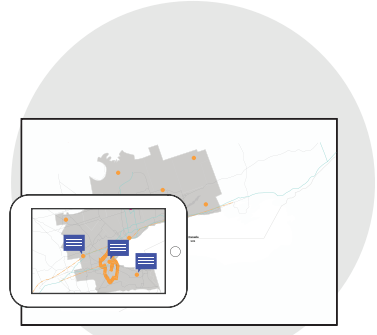
**For the
Regional
Resident**

**For the
Regional
Influencer**

Our People and Their Stories



ThinkToronto Office Installation



ThinkToronto Atlas



ThinkToronto.com

**For the
Global
Talent**

**For the
Foreign
Direct
Investor**

Our People and Their Stories



Dora Mancetti-Aldridge

Gender: Female

Age: 80 years

Income: Fixed income of \$50,000/year

Location: Ajax

Family: 2 children and 5 grandchildren

Identifiers

Irritable 

Tech Savvy 

Orderly 

Outgoing 

“I like where society is going but I wish I could keep up with understanding it.”

The Regional Resident

Dora is a retired high school vice principal and school district superintendent. She worked at the same high school for 30 years before becoming superintendent and retired at 70 years old. Dora lives alone in Ajax and enjoys spending time with family and learning about her community.

Goals

Enjoy her time with her family as a retired person. Learn about her community as changes happen, such as technological advancements and social initiatives.

Challenges

Losing functioning mobility in her old age. Losing sense of independence.

Doesn't understand technological advancements – what they do, how they work, and how she can use them to her advantage.

Dora's Initiatives



**Friction
to Fusion:
Social Media
Campaign**



**Live Your
Story: Brand
Campaign**

Live Your Story Brand Campaign: TV, Radio, and Public Transit

A series of brand advertisements, from posters to commercials, to pique interest and embed the region's vision and brand identity.

Impact

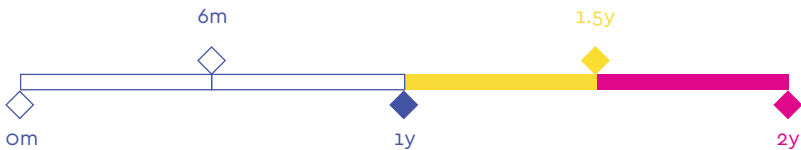
Increase public pride in being part of the Region.

Key Message

This powerful brand campaign will engage regional residents in feeling a sense of belonging and pride in the Toronto Region. Residents will be included in the conversation to ensure that the Region continues to develop in a way that prioritizes every resident and sets the bar for living and thriving. The Regional Resident will feel confident in being part of the story of the Region.

Timeline (required to set up)

1–2 years



Friction to Fusion: Social Media Campaign

A hashtag campaign that invites participants to share stories about the region as an innovation wildcard.

Impact

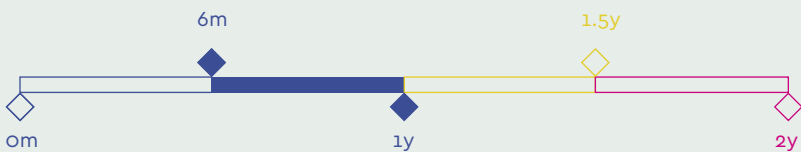
Participants will use Facebook, Twitter, and Instagram to engage with each other and exchange ideas about how innovation plays a role in their lives.

Key Message

Everybody who participates in the Friction to Fusion social media hashtag campaign will gain an appreciation of what happens when diversity is leveraged fully. The Toronto Region is home to an innovation economy and Friction to Fusion will have the capacity to enable stakeholders to contribute to the story. They will share stories of experimentation, thereby sparking new ideas for innovation in the Region.

Timeline (required to set up)

6–12 months





Marian Chan

Gender: Female

Age: 40 years

Income: Fixed income of \$350,000/year

Location: Markham

Family: Husband and 2 children

Identifiers

Ambitious 

Energetic 

Positive 

Caring 

“I know we can be better as a society, but it can be too much. I’d love to find more like-minded people to help with the cause.”

Regional Influencer

Marian works in management at a Markham-based global information and communications technology firm. She lives in Markham with her husband and children. Her husband is a successful small business owner. She serves on the Markham Board of Trade Government Affairs Committee and Women's Networking Committee. Marian wants to empower female entrepreneurs to achieve their goals.

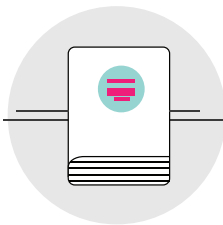
Goals

To empower women entrepreneurs to achieve their goals. To have her children grow up to be strong, clear-headed, happy adults. Wants to travel more often for pleasure with her family instead of for business.

Challenges

Time management, specifically feeling the pressure to be a perfect mother and business leader at the same time. Facing sexism in her work environment. Challenges in her marriage in sharing equal distribution of domestic responsibilities.

Marian's Initiatives



Cluster
Playbook



Playing with
Clusters

Cluster Playbook: Understanding Economic Clusters

Cluster Playbook is a guide to economic clusters in the Greater Golden Horseshoe. The reader will gain an understanding of how economic clusters shape a region. Cluster Playbook will demonstrate how cluster adaptability and resiliency can set a precedent for regional well-being.

Impact

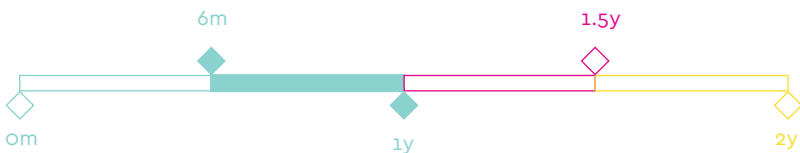
The book will provide a working understanding of cluster anatomy and how to optimize existing or emerging clusters.

Key Message

Regional influencers will gain a holistic understanding of how economic clusters shape a region through collaboration and experimentation. The Toronto Region will become a place for prosperity and possibility, as the Cluster Playbook will demonstrate how the adaptability and resiliency of clusters can set a precedent for regional wellbeing.

Timeline (required to set up)

6–12 months



Playing with Clusters

Playing with Clusters is designed for regional influencers to build on existing knowledge of and interest in the economic clusters of the Toronto Region. The game will challenge participants to understand how cluster ingredients are connected while also fostering meaningful engagement and interpersonal collaboration. Regional influencers will discover that collaboration plays a significant role in developing a regional economy. Playing with Clusters demonstrates that collaborative planning yields long-term benefits and initiates new ways of living and thriving.

Impact

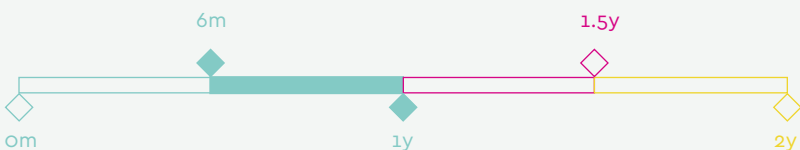
The game will challenge participants to understand how cluster ingredients are connected and form over time in order to create meaningful engagement and collaboration.

Key Message

Regional influencers will discover that collaboration plays a significant role in developing a regional economy. Playing with clusters demonstrates that collaborative planning yields long-term benefits and initiates new ways of living and thriving.

Timeline (required to set up)

6–12 months





Avery Bakr

Gender: Female

Age: 26 years

Income: Fixed income of \$105,000 – 190,000/year

Location: Markham

Family: Husband and 2 children

Identifiers

Calm 

Passionate 

Wise 

Tech Savvy 

“The education system as we know it dates back more than 200 years. It cannot keep up, and radical change is close”.

Global Talent

Avery is a multi-disciplinary creative expert from South Sudan. She co-founded the PeaceHackCamp that enables peer-to-peer learning with open source education. Avery is self-taught and speaks English, Arabic, Dinka and Zande. As a woman concerned with safety, she is leaving South Sudan to escape persecution and human rights violations. As a creative thinker and tech activist, Avery is determined to continue her mission to facilitate open source education.

Goals

Bring future-facing education to displaced populations across the world. Create a world that is open and accepting of people from all walks of life.

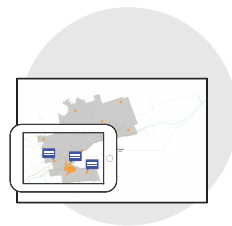
Challenges

Once she arrives in Canada: culture shock, homesickness, connecting to resources to achieve her life goal.

Avery's Initiatives



ThinkToronto.com



**ThinkToronto
Atlas**



Yehbeen Park-Mandel

Gender: Female

Age: 38 years

Income: Fixed income of \$300,000

Location: South Korea

Family: No immediate family

Identifiers

Optimistic 

Curious 

Intellectual 

Honest 

“I have big dreams, and I need a place big enough to make them come true.”

Foreign Direct Investor

Yehbeen Park-Mandel is the Director of Innovation of Bak Dae Global. Her role is to find business design solutions with the potential to expand domestically in South Korea and globally. Yehbeen has a Bachelor of Business degree from Korea University Business School and a Master of Business Management from Stanford University, California, USA. She has worked in the food and beverage industry for 17 years, including frontline service, organizational management, and stakeholder engagement.

Goals

To live and work in North America. To lead a company focused on wellness. To integrate Eastern and Western health practices into business.

Challenges

Finding a network and support system within a food and beverage centre/hub. Needs support to relocate staff and find talent.

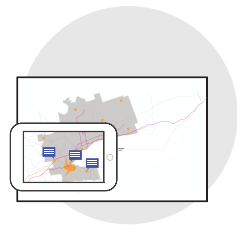
Yehbeen's Initiatives



**ThinkToronto.
com**



**ThinkToronto
Office
Installation**



**ThinkToronto
Atlas**

The ThinkToronto website will help FDIs identify opportunities in the region by showing them the existing ecosystems relevant to their business, as well as the various relationships across existing and emerging economic clusters in order to help them make a decision in considering Toronto as a potential investment destination. Using several narratives, ThinkToronto.com allow FDIs to make the decision to consider Toronto as a potential investment destination and land the Toronto Region on their long list of top contenders.

Impact

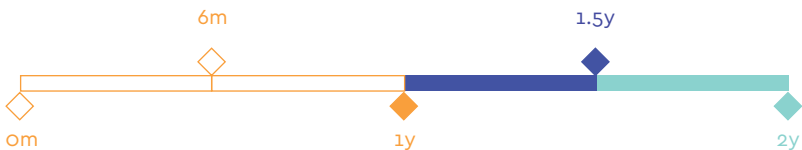
By portraying a thriving innovation ecosystem, the dashboard aims to entice the investors to expand their business in the Toronto region.

Key Message

The investments attraction dashboard will prove to foreign investors and global talent that the Toronto Region is a place of curiosity and excitement. They will find that the Region is the perfect place to fuse together ideas and perspectives to create innovative solutions for new ways of living and thriving. The dashboard will demonstrate to regional influencers that they can trust and be confident in how the Region presents itself to the rest of the world – and that the dashboard will successfully facilitate this unified front. Everyone will see their values reflected in the Toronto Region.

Timeline (required to set up)

1–2 years



ThinkToronto Office Installation

The ThinkToronto office installation is designed to help potential investors visualize and understand the region through an immersive interactive experience that encourages experimentation, growth and collaboration. This installation will assist Toronto Global as they guide the investors to learn more about their respective sectors and other opportunities in the region.

Impact

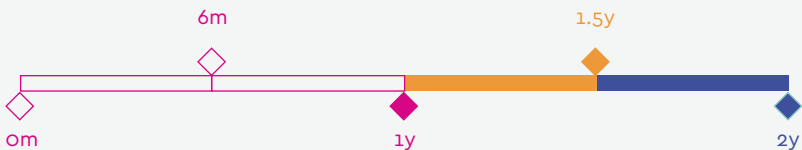
With a focus on promoting the narrative and values of the region, this installation aims to sway like-minded investors to make Toronto Region their home.

Key Message

The installation will demonstrate to foreign investors that the Toronto Region is a top spot for experimentation, growth, and collaboration. Rich with possibility, audiences will learn that the Region offers the best support to cultivate innovation. They will feel comforted knowing that the Region recognizes the importance of attracting a balance of shared values and diversity.

Timeline (required to set up)

1–2 years



ThinkToronto Atlas

ThinkToronto Atlas is a set of maps customized to highlight the Toronto Region's sectors, with each map highlighting its sector's rich business ecosystem. The Atlas acts as a portable presentation companion for the Toronto Global team as they present the Toronto Region as a potential investment destination. The map is complemented with augmented reality to access more layers of information related to the existing printed details shown on the map. The digital layer maintained in real time, keeping the map up to date.

Impact

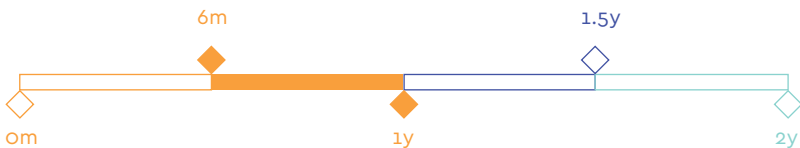
The Atlas will promote the Toronto Region's assets through engaging map stories, in order to sway like-minded investors to make Toronto Region their home.

Key Message

The Atlas will demonstrate to FDIs that the Toronto Region's sectors encompass its diversity and scale. Audiences will learn that the Region offers the best support system for innovation through its existing businesses, infrastructure, and demographics.

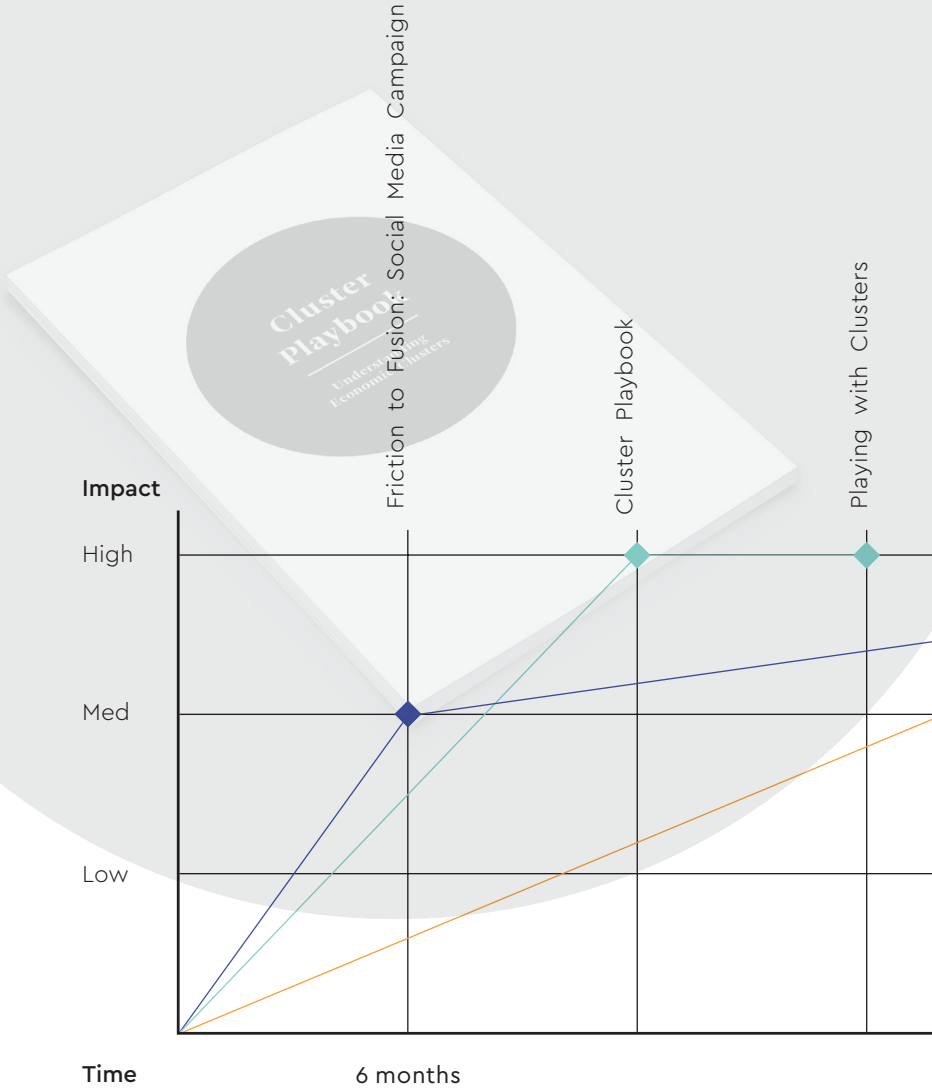
Timeline (required to set up)

6–12 months



Telling the Story of the Region

These initiatives encompass the ways in which the Toronto Region's people live and thrive. The diversity of products and services will allow our regional residents, regional influencers, global talent, and foreign direct investors to live the Region's story. Together, these stories come together to form our vision for the Toronto Region. Engaging in these stories will allow the Region to experiment with how it can become the world's playground.



Story Rollout Plan



- ◆ The Global Talent + The Foreign Direct Investor
- ◆ The Regional Influence
- ◆ The Regional Resident

**This is
Just the
Beginning**



The Toronto Region is a living story.

It is a story of exploration and possibility. Of unexpected connections and mashups. We take risks to turn friction into fusion. We turn those unexpected connections into unique strengths that set the bar for new ways of living and thriving.

The Toronto Region is the world's playground for experimentation and research.

Setting the Bar is an exploration of the Region's potential to set a precedent for excellence. It uncovers our unique strengths to form and articulate an identity and story that we can live and share with the world. To live this story, we must all unite and work towards our vision.

Who we are is who we attract. If we want to have the best of what the world has to offer, we must be the best. This communications strategy is the spark that will ignite a movement for the Toronto Region to reach its fullest potential. This story will become reality in unexpected ways, as we continue to evolve with and for each other.

The world is here.

The future is here.