

TVC22's Living Lab: a civic innovation driving local action

For over 30 years, TVC22 has played a central role in the community life of Rockland and Eastern Ontario. Once a traditional local television station, the organization has evolved into an inclusive multimedia platform that informs, connects, and mobilizes.

In a rapidly changing world, TVC22 is embracing social and environmental innovation to strengthen local resilience. This commitment is what gave rise to its ambitious Living Lab project.

Inspired by European co-creation models, TVC22's Living Lab is a dynamic ecosystem where citizens, nonprofits, small businesses, and municipalities collaborate to address regional challenges. It's an open platform that brings together artists, educators, entrepreneurs, and residents around shared initiatives, all contributing to a more inclusive and sustainable future.

[Renée Gratton](#), a socially driven entrepreneur, has placed the Living Lab at the heart of her eco-responsible journey. With support from La Cité and funding from FedDev Ontario, she has not only elevated her commitment to sustainability but also inspired key stakeholders within her ecosystem.

Through the Living Lab, TVC22 moves beyond its traditional role as a broadcaster to become a catalyst for social transformation. Aligned with the Sustainable Development Goals (SDGs), the initiative is built on key pillars: digital inclusion, sustainable urban development, partnerships, culture, and education.



Learn more about the [TVC22 community Living Lab workshop](#)

La Cité des Affaires, through its Eco-responsible training and certification program (with financial support from the [Federal Economic Development Agency for Southern Ontario](#) (FedDev Ontario), is helping drive the transition to sustainability in Ontario by supporting the growing movement of EcoLeaders.

To explore our initiatives in sustainable innovation and entrepreneurial support, visit: [Appui aux entrepreneurs - La Cité](#)