

STATEMENT

As Canada emerges from the COVID-19 pandemic, it is time to rethink and reimagine what we are capable of achieving as a country. It is time to raise our sights – to embrace an ambitious and transformative vision for inclusive, sustainable economic growth and opportunity for all.

The Coalition for a Better Future represents a diverse and growing community of business leaders, community and civic organizations, social policy advocates, youth, Indigenous groups, environmental NGOs and concerned citizens. Each of us brings to the table a unique perspective, but we are united in our belief that economic growth is a necessary precondition for job creation, rising incomes, a cleaner environment, and a better quality of life.

We are keenly aware that Canada's economy faces many headwinds, including an aging population, weak business investment and poor productivity. We recognize, too, that Canada's average annual rate of economic growth has been slowing for decades. The COVID-19 pandemic has created new challenges, disproportionately impacting lower-income Canadians and driving up levels of public debt.

Nevertheless, we refuse to accept that slow growth and stagnation are inevitable. Canadians have choices. By choosing as a country to make economic growth a policy priority, we can strengthen the foundations of Canadian society and create the wealth necessary to fund and enhance the social programs and public services on which Canadians depend.

The decisions that policymakers, businesses and individuals make now will determine our country's path for years to come. The first step toward building a more prosperous, inclusive and sustainable future for all Canadians is to embrace a much higher level of economic ambition for our country. We must ask ourselves where we want Canada to be a decade or more from now in terms of standard of living, equality of opportunity, poverty reduction, environmental performance, and other measures of a healthy society. We must then work together to transform that vision into reality.

In support of this vision, the Coalition for a Better Future has created a scorecard with which we intend to track and monitor Canada's performance towards long-term targets. The scorecard incorporates 21 key metrics across six themes and three central goals: winning globally, living better and growing sustainably. Different people may choose to measure progress in different ways, but each of these 21 metrics is an internationally accepted indicator of a country's economic and/or social development, for which data is readily available.

For each metric contained in the scorecard, an aspirational target will be set for 2030. Each year, the coalition will update Canada's progress toward each metric. While short-term variations may or may not be meaningful, trends over longer periods don't lie. Our intent is to set ambitious but achievable long-term targets for our country.

SCORECARD

