

RELAUNCH MTL: GETTING INVOLVED FOR A SUCCESSFUL RELAUNCH

We have gone through a year that will mark history. We have lost loved ones and put our lives on hold; we have been resilient, and we stand united. We have had to make heart-wrenching choices that have caused thousands of businesses to suffer and resulted in tens of thousands of job losses.

Despite these difficult times, we remain confident. And today, we are ready to commit to the relaunch.

Since the start of the fall, we have been participating in Relaunch MTL, a major economic movement designed to assess the situation, identify challenges to tackle, and propose essential efforts to strengthen local companies, create jobs, and resume our economic momentum.

Relaunch MTL revealed a strong consensus on six key principles.

THE RELAUNCH HAS TO PUT PEOPLE FIRST

All discussions had something in common: people must be at the heart of our decisions. Preserving life and collective well-being is the top priority.

Workers, colleagues, and partners are a business's most valuable assets. Resuming activities, pivoting in our business models, creating new jobs, and searching for productivity gains must contribute to protecting the health and quality of life of the people who make up our organizations.

As such, we ***commit to adopting practices that respect the women and men who are the heart of organizations.*** We will show the same respect when it comes to the impact of our efforts on future generations.

THE RELAUNCH WILL BE STAUNCHLY INCLUSIVE

To be successful, the relaunch must enable everyone to make a significant contribution to the economic, social, political, and cultural life of the community.

The message from the Relaunch MTL movement is unanimous: we must recognize every group's contribution to society, embrace diversity in all its forms, respect everyone's rights, and ensure true equal opportunity to all citizens.

We commit to working tirelessly to reduce obstacles that exclude individuals from society and prevent them from fully participating in its economic development.

THE RELAUNCH MUST BE GREEN

The health crisis, as alarming as it is, cannot make us forget that we are in the grips of an environmental crisis unprecedented in recent history.

Once again, the message that is emerging from the Relaunch MTL movement is clear: for the relaunch to be sustainable, it has to help accelerate the transition to a low-carbon economy.

We commit to systematically integrating environmental concerns in our decision-making process and stepping up our efforts to reduce our ecological footprint.

THE RELAUNCH WILL PROMOTE A STRONG LOCAL ECONOMY THAT IS OPEN TO THE WORLD

The relaunch will give us a unique opportunity to exploit the full potential of the local economy while maximizing our presence on foreign markets.

We have to do even more to identify, promote, and commercialize our expertise, products, and services, which can meet both local and international needs.

We commit to first considering local goods and services in our supply strategies, while remaining aware that the recovery requires us to be successful and sell products on international markets and to attract talent, businesses, and tourists to our shores.

THE RELAUNCH WILL ALLOW US TO BUILD THE ECONOMY OF THE FUTURE

The relaunch is the opportunity to showcase our creativity, sense of innovation, and knowledge economy to build the economy of the future.

We have to leverage these strengths to find responses to society's challenges, increase the productivity of local businesses, and enhance our contribution to economic development.

We commit to promoting knowledge, creativity, and innovation and showing vision to remain at the leading edge of flagship sectors of the economy of the future.

THE SUCCESS OF THE RELAUNCH DEPENDS ON EVERYONE'S COMMITMENT

The ongoing support and participation of players from every sphere of our economy will be essential to implement efforts necessary to a successful relaunch.

We should invest in and contribute to the relaunch, continue to recognize the value of our individual and collective efforts, and foster everyone's commitment.

We recognize our role in the success of the economic relaunch, and we commit to playing it fully.

WE ARE CONVINCED WE CAN BE SUCCESSFUL IN THE RELAUNCH OF MONTRÉAL IF WE APPLY THESE SIX PRINCIPLES. WE ENCOURAGE THE ENTIRE BUSINESS COMMUNITY AND POPULATION TO COMMIT ALONGSIDE US.

LET'S RELAUNCH MONTRÉAL!