



**Let's rebuild our
local economy...
buy locally**

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Why shift?

Communities all over the Prince Edward Island have been feeling the after-effects of the worldwide economic collapse for a couple of years now, and resource dependent communities in particular have experienced severe economic decline. As jobs disappear, families are forced to move elsewhere to find work, and as the tax base of the community declines, local governments are forced into a false choice: raise taxes or cut important public services.

We think there's a better way, and that's the 10% shift. Think about the possibilities. If a few people got together - a few neighbors say - and started to shift just ten percent of their household expenditures to purchase local goods and services, the local economy would benefit, even a little bit. If we talk to our friends and family about the concept, it could make a big difference. Simply put, the impact of buying local is massive. Such a small shift could generate an additional \$69 million more in GDP which represents \$24 million more in wages for PEI workers and 1,000 more jobs!

**The 10% shift is
a small step that
every Islander can take
to make a difference
in our province.**



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What is the shift about? It is about bringing back vibrant and sustainable local economies. Many local and provincial, as well as the Federal Government have made decisions to cut spending in response to the 2008 recession. Spending cuts take money out of our local economy. If we commit to spending 10% more locally, it will reverse some of the negative impact of spending cuts.

But imagine the difference if islanders made the conscious decision to shift 10% of their household spending to local goods and services and locally-owned businesses.

In other jurisdictions where the Shift exists, studies have shown big financial benefits to local businesses and job creations. It wasn't so long ago that buying local was the norm. People bought their meat from a local butcher, their kids' sports equipments from the local sporting goods store and there was a real sense of community between business owners

and their customers. If we start shifting and start using our purchasing power to support local businesses, we'll build a huge demand that will encourage a new generation of entrepreneurs, and that will create good local jobs and a secure source of revenue for communities. Studies show that independent retailers and restaurants reinvest more than twice the money in their community than a chain-owned business.

The 10% is a campaign sponsored by CUPE PEI. We understand the challenges that local governments face every day and the ten percent shift is one way for us to put forward positive solutions that benefit the entire community.



A large, green arrow with a blue outline points from the bottom left towards the right. Inside the arrow, the text '10% SHIFT' is written in a large, white, sans-serif font. The '10%' is significantly larger than the word 'SHIFT'.

