

Document 2 – Vision Statement and Guiding Principles

The overarching vision for the development of the Economic Development Strategy and Action Plan is to: Leverage bold thinking and innovative approaches that can establish Ottawa as the most liveable mid-sized city in North America.

The following eight guiding principles served as the foundation for strategy development and provided important local context and a lens for economic implications and opportunities.

Guiding Principle	Description
Environmental Sustainability	Growth and prosperity are closely linked with sustainability and the impacts of climate change, requiring emphasis on clean technologies and green best practices.
Preparedness and Resilience	The pandemic highlighted the need for Ottawa to prepare for future economic uncertainty by addressing risks, aiding hard-hit sectors, and identifying opportunities for economic diversification.
Growth and Diversification	As a city of over one million residents, Ottawa is well positioned for growth by fostering a business-friendly ecosystem that supports entrepreneurship, business attraction, and expansion and retention.
Diversity, Equity, and Inclusion	Ottawa is a multicultural city, but wealth and well-being are not equitably distributed, requiring greater effort toward making economic opportunities available to all.
Talent and Innovation	New and enhanced collaboration and partnerships will develop and advance Ottawa as an attractive destination for talent and innovation in emerging sectors.
Unique Geography	Located at the border of Quebec and Ontario, and in proximity to Toronto and Montreal, Ottawa's unique mix of rural, suburban, and urban areas create a distinctive set of challenges and opportunities.
Partnerships and Collaboration	Meaningful economic growth and enviable quality of life can only occur when stakeholders work together to deliver a shared vision of prosperity.
One City, Two languages	Ottawa seeks to foster an environment that embraces the city's heritage where Anglophone, Francophone, and Bilingual business are well positioned for success.