

# 3 INGREDIENTS FOR SMART STIMULUS

1

**DOES THE MEASURE STIMULATE IMMEDIATE, LASTING ECONOMIC BENEFITS AND JOBS?**

**TIMELY:** Will it generate substantial economic activity and jobs within 6-12 months?

**TARGETED:** Will that job creation and economic activity be in areas that need it?

**LASTING:** Will it catalyze development and leverage investment that strengthen Canada's long-term competitiveness and resilience?

2

**DOES THE MEASURE HELP THE ENVIRONMENT AND SUPPORT CLEAN COMPETITIVENESS?**

**CLIMATE SMART:** Does it support low carbon infrastructure, technologies or practices that help Canada meet its climate targets?

**GREEN:** Does it help to reduce pollution and waste, restore natural systems, or remediate polluted sites?

**CLEAN INNOVATION:** Does it drive the development and use of new technologies and practices that boost environmental performance and resource efficiency?

3

**IS THE MEASURE EQUITABLE, IMPLEMENTABLE AND FEASIBLE?**

**EQUITABLE:** Does it have a positive or at least neutral impact on vulnerable or marginalized groups?

**FEASIBLE:** Can it be implemented with existing institutions, policies and administrative capacity?

**IMPLEMENTABLE:** If there are market or other barriers that hinder implementation, can they be overcome?

Missing any ingredients?  
**Go back to drawing board.**

Got all the ingredients?  
**It's Smart Stimulus.**

