

IDEAS AND PROPOSALS SUBMITTED TO IEPC

Idea: Promoting local companies

Submission Type: Individual

Description: London has a variety of small manufacturing companies that Londoners don't often know about. For example, till we started looking for a canoe we did not know NOVA craft was right here in London. When we were looking for children's furniture, we only accidentally found out some is manufactured right here. The "buy local" movement is growing momentum in the area of food but not much else. It would be neat to see a buy local campaign that would "hi-lite" various London manufacturers so that the public is aware of their existence. I believe many people would be interested in supporting our own city manufacturing that way.

What is the status of this idea – is anything already happening? I do not know.

Who are the partners that would need to be involved? What are their roles? local companies, city. What about tapping into local educational institutions (Western/Fanshaw) for marketing campaign ideas.

Cost to implement: do not know.

Funding Requested from City (\$) if any:

Will this idea move forward without City of London funding?

Will your idea create jobs? - How many jobs will be created? 21-50

Full or Part-time: Full-time (32hrs/wk+)

Permanent or Temporary: Permanent

Job Level: Entry-level

Job Salary: Salary of \$20,000 - \$40,000 (\$12-\$20/hour)

What sector(s) will this create job(s) in? Manufacturing

Is there anything else you can tell us about how your idea will create jobs? Increased demand should create some jobs but I am not sure of specifics.

Will this idea leverage investment from others? What kind? How much? Maybe.

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Will this idea stimulate spin-off benefits? What type? How? When? Where? - Maybe

Will this idea build new or existing partnerships? How? Maybe

Will this idea benefit emerging or established industry sectors? How? Yes. Increased market.

Will this idea fuel transformative change in London's economy?

If so, how? Maybe

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