

## What is the Genuine Progress Index (GPI)?

The GPI is a holistic measurement tool that government and communities can use to account for the real costs and benefits of economic activity. It counts beneficial activities as positive, and harmful activities as negative, and it provides a systematic way to integrate economic issues with environmental and social concerns.

## Why is the GPI important to Nova Scotians?

- Using the GPI will enable us to make better decisions now and for the future. Properly valuing economic, social, environmental, human, and cultural assets means decisions will be made with our wellbeing in mind and in a way that leaves a better world for our children and grandchildren.
- Using the GPI puts a value on things we say are most important, such as health, education, a clean environment, decent living standards, economic security, spending time with our family, feeling connected to our community, and our overall quality of life. The GPI also reports on how income is distributed and counts and puts a value on reducing the gap between rich and poor.
- The GPI also measures the real costs of pollution, environmental degradation, crime, sickness, and risk factors like smoking, obesity, and physical activity—costs that are hidden in our conventional economic accounts.
- The GPI is fully aligned with existing Nova Scotian government priorities and key policy documents, such as *Opportunities for Sustainable Prosperity* (an economic development strategy), *Weaving the Threads* (a social policy framework) and the *Environmental Goals and Sustainable Prosperity Act* (2007).

## What can you do?

1. Call, write or email your MLA and all election candidates asking that the GPI be adopted as a core measure of progress in Nova Scotia. Need ideas? Refer to the sample MLA letter and background materials on our website at [www.gpiatlantic.org](http://www.gpiatlantic.org)  
For a list of MLAs in each riding, see [www.gov.ns.ca/legislature/members/index.html](http://www.gov.ns.ca/legislature/members/index.html)
2. Ask your friends to contact their MLA and all election candidates to bring up adoption of the GPI as an election issue.
3. Write a letter of support to the editor of your local paper. Refer to the sample letter and background materials on our website.
4. Ask that the organizations you belong to endorse our public statement of support, posted on our website.

**Want to know more? Visit [www.gpiatlantic.org](http://www.gpiatlantic.org)**