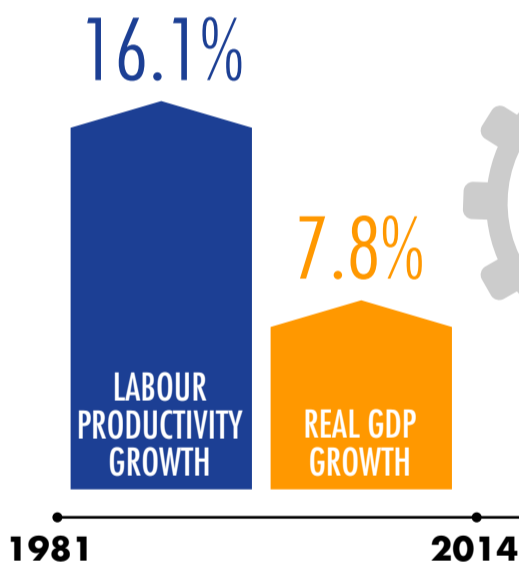


STANDARDS MATTER

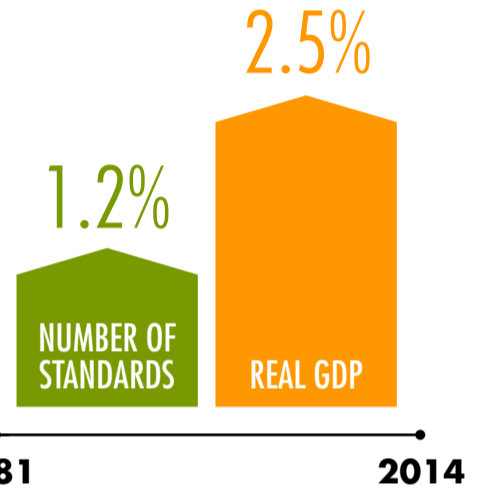
STANDARDS CONTRIBUTE TO CANADA'S ECONOMY



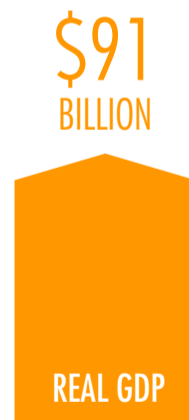
Standards significantly contribute to Canada's economic growth and labour productivity.



An increase in the number of standards contributes to labour productivity growth and real GDP growth.



The number of standards rose on average **1.2 per cent** annually and real GDP grew at an average of **2.5 per cent** annually.



An increase in the number of standards contributes to real GDP.

Source: The Conference Board of Canada: Getting Aligned. How Adopting Standards Affects Canada's Productivity and Growth, 2015



Standards Council of Canada
Conseil canadien des normes

Canada 