

Edmonton Made pilot strengthens support for local businesses and entrepreneurs

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Edmonton Economic Development Corporation (EEDC), and the City of Edmonton launched a new pilot program designed to profile and enhance local businesses and entrepreneurs called Edmonton Made.

"We want to help remove barriers to success and provide the resources that allow entrepreneurs to start and grow their businesses in this city," said Councillor Michael Oshry. "I'm thrilled we're able to launch this initiative in our city already full of bold entrepreneurs and makers."

Initiated through the *Emerging Economies Initiative* led by Councillor Oshry and developed by EEDC's Make Something Edmonton team, this pilot program has three goals:

- Identify and showcase Edmonton businesses through the "Edmonton Made" badge
- Foster relationships within the entrepreneurial community
- Collect and promote the many forms of entrepreneurial support that already exist in our city by directing new business owners to the new Edmonton Made website

"The Edmonton Made pilot program provides support to local entrepreneurs who have an idea and the commitment to make it happen here," said Cheryl Watson, VP Urban Economy, EEDC. "We want to create excitement and visibility about Edmonton Made businesses, and provide those entrepreneurs with the support network they need to grow their businesses."

The Edmonton Made badge will act as an identifier for locally-grown businesses. It can be added to storefronts, packaging, signage and other company-branded materials. The new website will raise awareness of programs and services available to small and medium enterprises and enable local business owners to learn from others, and each other.

To learn more about the program or pick up an Edmonton Made badge, please visit edmontonmade.com.

For more information:

[Edmonton Made](#)
[Edmonton Economic Development Corporation](#)
[Make Something Edmonton](#)
[Council Initiative on Emerging Economies](#)
[City of Edmonton Business Services](#)

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