



"Well Made Here" Tactical Plan

For the period covering August 1, 2021 to July 31, 2022

Five stakeholder groups of the supply chain linked via WMH



Banners

Connect their image and their network to a growing movement that prioritizes local buying and values the accessibility of quality goods and services



Manufacturers

Stand out compared to imports or low added value items by providing technical data targeted to DIYers and building contractors and by associating a recognizable visual reference to products so buyers can identify them as accredited



Retailers

Positioning as destinations of choice for customers seeking accredited locally sourced products



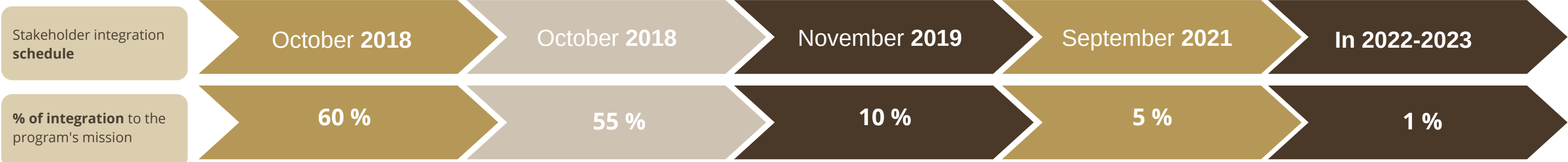
Contractors

Added-value to projects and differentiation from competitors thanks to quality, locally sourced products supplied by retailers



Consumers

Stronger appreciation of domestic goods thanks to rigorous information



Status & current progress by stakeholder group	Banners	Manufacturers	Retailers	Contractors	Consumers
	6 of the 10 founding banners from 2018 remain active Major Partners 2 buying groups joined in 2021	100+ manufacturers 165+ manufacturing sites 1/3 have taken full advantage of their status as participants and of the accreditation for their products	Introduction to the program via buying shows in 2019-2020 (BMR x 1, HH x 2, Lowe's x 1) 5 model stores in 2020 Orientation 5/5 stores Launch events 2/5 stores (interrupted by the pandemic)	Via the collective efforts of all parties to date + collaborations with the APCHQ in Quebec	Via the collective efforts of all parties to date + 10 000 handouts distributed in-store in 2019 at the launch of ici-here.ca

Initiatives linked to commitments or tactics to adopt by stakeholder group

Commitments: required measures on joining and pertinent to :

- Banners
- Manufacturers

Tactics: actions initiated by or with the WMH Team for the integration of the stakeholder groups or to increase awareness of the program

Commitments

At sign-up and/or annual renewal

- Integration of the "Partener" variant on Websites
- Supplier list sharing with WMH
- Announcement of program support (internal & external)

Tactics

Winter 2022

- Coord. of a distribution of the generic program presentation to the retail networks

Commitments

At sign-up and/or annual renewal

- Announcement of participation in the program
- Publication of info sheets on ici-here.ca
- Integration of the "Participant" logo variant on the Website and in publications
- Integration of the WMH logo with packaging and in-store POP material used for retail

Tactics

Fall 2021 / Winter 2022

- Resume activities in model stores

Winter 2022

- Staff orientation across all networks



Additional tactics aimed at increased awareness of internal and external audiences, achievable in the next twelve months

ADDITIONAL TACTICS

- Appointment of an ambassador (member of the executive)
- Placement in flyers Web & Print (especially Canada Day)
- POP material & planograms
- Dedicated content for eCommerce site(s)

ADDITIONAL TACTICS

- Inventory products by CPU & send list to WMH
- Image bank / replacement of visuals with images where WMH logo is visible on products - everywhere they appear
- Self-promotion "Participant" or accredited products in ads and social media

ADDITIONAL TACTICS

- Installation of POP material such as the 5 Answers poster
- Installation of signage and merchandising displays with program branding
- Self-promotion as a point of sale offering accredited products

APPROACH

Fall 2021

- Awareness and onboarding tactics relevant to the WMH program including a newsletter sign-up campaign

January 2022

- Explore partnership opportunities with CHBA and provincial associations

APPROACH

Three key factors for a national public broad media campaign:

1. **Confirmed investment** from the federal government
2. **55 % and more** of participating manufacturers with published info sheets about their accredited lines on ici-here.ca & logos integrated with product labels so they can be easily found in-store
3. **80 % of banner and retailers** have purchased / stocked a mix of accredited products to meet customer demand resulting from an ad campaign.



Tactic in light of the anticipated federal electoral campaign

Objective: Introduce leaders and future elected federal officials to the program prior to the vote

August 2021 Pre-election	Fall 2021 Following the call to elections and during the campaign	Winter 2022 Post-election
<p>Preparation of an information kit</p> <ul style="list-style-type: none"> Letter of introduction Presentation - Overview of the mission <ul style="list-style-type: none"> Geographic representation of the manufacturing sites and points of sale General data about the program Program staff contact information 	<ul style="list-style-type: none"> Identification of the candidates (source Elections Canada) and distribution of the kits to the candidates of the 5 main parties in the 308 ridings Press release co-signed by the partners in the name of all of the stakeholder groups to attract media attention Releases and media relations to attract the attention of the media and the public on activities coordinated with the candidates in their ridings 	<p>Presentation of the proposal for partnership with the Government of Canada</p> <ul style="list-style-type: none"> Once the mandates are assigned by the PM of Canada, it will become possible to approach the ministers responsible and table our request.