



**THE NEW ATLANTA WAY**  
**IEDC ANNUAL CONFERENCE**  
**Atlanta, Georgia**  
**September 30, 2018**

# Special Thanks...

- IEDC and the Atlanta Host Committee
- Our Panelists:
  - **Chris Burke**, Director, Community Relations, Georgia Institute of Technology plus Partnership for Southern Equity
  - **Nancy Johnson**, President & CEO, Urban League of Greater Atlanta plus 2018 Transition Team for Mayor Keisha Lance Bottoms and Mayor's Commission on Workforce and Economic Development
  - **Ashley Rivera**, Managing Director, CATLYST, Atlanta Regional Commission
  - **Nathaniel Smith**, Founder & CEqO, Partnership for Southern Equity

# Defining Economic Inclusion

The Partnership for Southern Equity defines economic inclusion as:

**Increasing equity in the distribution of income, wealth building, employment, and entrepreneurial opportunities for vulnerable populations.**

**In this definition, *equity is a step beyond equality* because it takes into account that people may not start from the same place and, therefore, “equal” treatment may not resolve the gap that exists.**

# The Six Principles

- 1. Economic inclusion accounts for the financial well-being of families throughout the region.**
- 2. Low income communities and communities of color are untapped economic assets.**
- 3. Access to equitable educational opportunities with support systems are key to successful economic development efforts.**

SOURCE: “Growing the Future in Metropolitan Atlanta: The Case for Economic Inclusion,” by Partnership for Southern Equity, September 2016

# The Six Principles

- 4. Increased workforce and soft skills development for vulnerable communities allow engagement for a stronger economy.**
- 5. The human assets found in under-resourced communities must be positioned to inform and benefit from positive market outcomes.**
- 6. Place-based approaches for economic inclusion will revitalize underdeveloped areas and invigorate metropolitan economies.**

SOURCE: “Growing the Future in Metropolitan Atlanta: The Case for Economic Inclusion,” by Partnership for Southern Equity, September 2016

# Economic Inclusion Matters: The Evidence

Achieving true “full employment” across racial and gender groups—bringing 384,000 more workers into employment—would grow Georgia’s economic output by \$12 billion every year and add \$2.4 billion in new state and local tax revenue every year. (Atlanta = \$6.9 billion and \$1.4 billion.)

SOURCE: “Employment Equity: Putting Georgia on the Path to Inclusive Prosperity,” by PolicyLink, USC Program for Environmental & Regional Equity, Partnership for Southern Equity, November 2017

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