



**CO-OP**  
*Co-ops Mean Business*  
**WEEK**



Women's  
Economic  
Council | Le conseil  
économique  
des femmes



**COLLECTIVE**  
INTERCHANGE

Equity, Diversity &  
Inclusion Learning Session



**WEC**  
Women's  
Economic  
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**CEF**  
Le conseil  
économique  
des femmes

Projet défi  
**50-30**  
Challenge Project

# A Mentor & Sponsorship Framework for Advancing Inclusion for the Co-op Sector

October 17th, 2023



# Land Acknowledgement



# Introductions

What is your name? (share pronouns if comfortable)

What is your role in your organization?

What territory are you calling in from?

Do you have experience developing and implementing a mentor and sponsorship program in your organization?



# 50/30 Challenge

- **The 50-30 initiative:** For profits and nonprofits were invited to join the Challenge and increase the diversity of their leadership to 50% women and nonbinary and 30% from equity deserving groups.
- **ISED funded 5 organizations, including Women's Economic Council (WEC),** to help challenge participants along their journey. For WEC, the focus is on co-operatives and addressing the needs of women/non-binary people, including within other equity-denied groups.
- **The approach:**
  - To **co-create** training and resources with subject matter experts, support **equity and reciprocity** (by acknowledging and valuing all contributions and ensuring that diverse visions and voices are included and expectations are met), as well as **sustainability** (we want to build sustainable resources that are relevant to diverse needs).



# 50/30 Challenge

Over 2,000 organizations signed on across Canada, different sectors and sizes, including over 40 in NL!

To learn more about the 50:30 Challenge and to sign up, visit <https://ised-isde.canada.ca/site/ised/en/50-30-challenge-your-diversity-advantage>

## Contact:

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# Statistics

Women in Canada hold about a third (35.6%) of management occupations, and 30.9% of senior management level occupations.

Women of colour hold only 6.2% of women-held board, executive, senior management and pipeline-to-senior-management positions collectively.

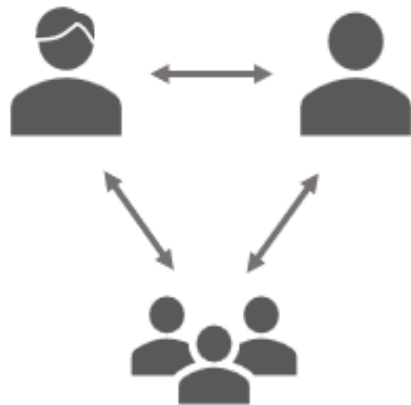


Source: <https://canadianwomen.org/the-facts/women-and-leadership-in-canada/>

# Definitions



**Mentorship:** a mentor is a trusted advisor who provides guidance and feedback, shares knowledge, and engages in problem-solving with you. Mentorship is a two-way relationship to grow valuable skills.



**Sponsorship:** a sponsor is an endorser and ally who advocates for you, speaks your name publicly, provides access to their network, and recommends you for opportunities. A sponsor is in a position of higher seniority and tends to hold more power/privilege in our society; they use that power and influence to help a sponsee advance in their career.



# Reflecting

How does the organization nurture talent?

How is a culture of advocating for workmates encouraged vs. discouraged within current systems and culture?

How are skills and knowledge transferred within your co-op today (and across the co-op sector)?

How are employees engaged?

What representation exists within the Board & Leadership positions?

ETC...



# How to Design Sponsor and Mentorship Programs

- Plan and Design
- Identify Participants & Match Mentor/Sponsorship Pairs
- Expectations & Building Trust
- Support, Training & Check-ins
- Evaluation



Source: Mentorship and Sponsorship Guide by BCCA and ACCA

# Collective Interchange EDI Journey

**2015**

Founded by all  
white women

**2018**

Recruitment of  
directors from  
multicultural  
backgrounds

**2020**

Letter of  
support for  
WEC's 50:30  
challenge  
proposal

**2021**

First employee  
from EDG  
First  
communicatio  
n team of all  
immigrant  
women

**2022**

Signed up for  
the 50:30  
challenge as a  
WEC partner

**2023**

Participating/  
delivering EDI  
training for  
members of  
EDG interested  
in leadership  
positions in  
cooperatives.

# What Mentorship looks like in Our Communications Program



**July  
2021**

**Nov  
2021**

**Mar  
2022**

**Mar  
2023**

**Engagement of the first interns and volunteers cohort and development of the communication strategy**

**Completion of the first EDI social media calendar through mentorship and training of the first cohort**

**Ongoing team work and mentorship resulting in 174 SM post and 7 knowledge- sharing SM campaigns**

**Over 30 volunteers and interns strengthened their competence and created over 400 social media posts, 12 blog posts and multiple EDI campaigns**

# Elements of the Mentorship Program

**Diversity of the Team (Inter-cultural Team Members)**

**Member Capacity-Building (Career Development Support)**

**Regular Check-Ins**

**Accountability and Commitment of all Team Members**

**Flexibility (E-Mentoring/ Reverse Mentoring/ Peer Mentoring)**

# Q/A & Share Back Period

1. Do you have any examples or cases that you think the group could learn more about?
1. In what ways can your organization implement a sponsor or mentorship program?
1. What resources might you need?
1. What is important to keep in mind?





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Canada



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THANK YOU