

Lunch & Learn: A Co-operative & Transformational Approach to DEI Leadership



Newfoundland-Labrador
**Federation of
Co-operatives**



WEC
Women's
Economic
Council

CEF
Le conseil
économique
des femmes

Projet de
50-30
Challenge Project



Welcome & Agenda

- **Tips for Engagement**

- Turn on your camera (if you wish)
- Edit your name to include your pronouns and organization
- Feel free to introduce yourself in the chat

- **Accessibility**

- Closed captioning is available, French translation as needed, Technical support
- Recording and manuscripts will be sent out to all registrants
- Let us know if there is any issue or request!

- **Agenda**

- Introduction to the 50:30 Challenge by the Women's Economic Council (5min)
- Introduction by the NL Federation of Co-operatives (15min)
- Introduction to Collective Interchange Co-operative - Their story of transformational DEI leadership and what it means to them (25min)
- Open discussion of questions and sharing (15min)

Objectives

- ❑ Learn about the 50:30 Challenge
- ❑ Learn about the co-operatives values and principles that relate to DEI
- ❑ Find inspiration from a co-operative's story on their approach to DEI in practice - Both the successes and challenges
- ❑ Leave reflecting on the bylaws, objectives, and principles of your organization and what can be used or changed to enhance your DEI practices

What do you want to take away from this event?

- **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.



Romina R. Landaure,
Regional Project Manager
(Quebec)



Women's Economic Council - *The 50:30 Challenge*

- **Our 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).

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 5030@womenseconomiccouncil.ca if you want to discuss!

Collective Interchange - *Our Story*



Collective Interchange facilitates collaborative leadership for community benefit focusing on social and economic empowerment inclusive of under-represented groups.

- Founding Objectives: defined what we do and how we do it - guiding our diversity, equity and inclusion (DEI) journey
- Formalized in 2015 by community-minded women in St. John's, NL
- Our structure - flat, membership-based and democratic guided by co-operative principles and a culture of allyship which makes space for those not at the table to lead



**Valerie Carruthers,
Founding Director**

Women's Economic Council - *The 50:30 Challenge*

Over 2,000 organizations signed on, different sectors and sizes, including 41 in NL!



Collective Interchange - *Leadership Shift*



- 2015: Co-op 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 visible minority immigrant woman employee
- July 2021: First communication team of all immigrant women
- September 2021: Recruiting racialized members to help co-design new projects addressing systemic gaps
- Intentional partnership with groups led by underrepresented community
- February 7th, 2022: signed up for the 50:30 challenge as a WEC partner



Roxana Fazli, Project Manager



Amparo Montoya, Director

Collective Interchange - *50:30 Challenge*

Why did Collective Interchange join the 50:30 Challenge?

- Co-operatives as vehicles for DEI change
- Connections with other organizations subscribed to the challenge
- What Works Toolkit
- Sign up to the challenge



The NL Federation of Co-operatives



The provincial association for the Co-operatives & Credit Unions of Newfoundland & Labrador - Like the Board of Trade, but for co-ops!

Our mission is strong **representation** for our members, **promotion** of the co-operative business model and providing support for **education** and **development** to advance the overall co-operative sector.

Our look at our members:

23 co-operatives

3 credit unions

1 Co-operative Housing Association of NL (**21** housing)



The NL Federation of Co-operatives



“Co-operatives are **people-centred enterprises** owned, controlled and run by and for their members to realise their common economic, social, and cultural needs and aspirations.” - International Co-operative Alliance

Guided by 7 co-operative principles.

Diversity, equity, and inclusion values and principles are **imbedded** in the model. While not a panacea and co-operatives can fall short too, the founding principles correlate with a stronger foundation for DEI to move through a co-operative enterprise.



Source: <https://www.nipco.coop/we-are-member-owned/the-coop-difference/the-7-cooperative-principles>

The NL Federation of Co-operatives



**Kristen Murray,
Project Specialist**

Questions, Sharing, and Feedback

- Any questions for the speakers or each other?
- Any thoughts or ideas you wish to share? What are you still looking for in your journey?
- Any feedback you'd like to give on this event? What you liked and any suggestions for improvement?
- Also, what's next? Would you attend more of these? On other topics, with different speakers?



Contacts and Follow Up



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