



## Saskatchewan Women Entrepreneurship Charter

The Saskatchewan Women Entrepreneurship Charter serves as a catalyst to inspire and empower organizations to adopt new practices and adapt current practices to be more inclusive. WESK recognizes that many organizations currently possess defined targets, while for others, the procurement targets proposed may be a challenge. The purpose of the Charter is to encourage achievement of defined targets where feasible and delineate incremental increases in existing targets/practices where appropriate. We encourage all organizations to lead, plan, and execute intentionally and strategically with these guiding principles.

### Principle 1: Procure with Her

We know that landing that next contract keeps a woman entrepreneur's cash flow strong and her ability to keep growing real. With this in mind, we recommend establishing a baseline for procurement from women-owned Saskatchewan businesses.

**Principle 1 Recommendation:** Commitment to incremental increases based on your current women-owned business procurement metrics.

- We suggest determining your current baseline and aspiring for incremental changes, with the long-term goal of 5-15% of procurement activities being with women-owned businesses.

*Examples:*

- Create a commitment and scale up your organizational targets for the next 5 years around procurement from, or funding to, women-owned Saskatchewan businesses.
- Choose to support her first when purchasing staff gifts, gift cards or corporate merchandise.
- Review procurement guidelines and processes organizationally every two years. Ensure they are inclusive and are set up to allow her to bid on and win contracts.
- Advocate for gender diversity in the supply chain.
- Advocate for diversity through sub-contractor spend.

### Principle 2: Amplify Her Voice

We know that giving a women entrepreneur the opportunity to broaden her customer base through co-promotion, recognition, and accelerator programs will give her the boost she needs to scale her business. It may even help her push past that next hurdle.

**Principle 2 Recommendation:** Leverage your networks to amplify awareness of women-owned Saskatchewan businesses.

*Examples:*

- Share your "Champion of Women-Owned Saskatchewan Businesses" badge to raise awareness for this charter and for closing the gender entrepreneurship gap.
- Sponsor or create an award, recognition program, or grant for her.
- Find ways, organizationally, to help promote or bring awareness to her through your social media channels, newsletter, or organizational events.
- Partner with her on an event, product, or service offering, etc., to give her a broader platform to grow her customer base.



### Principle 3: Share Skills with Her

We know that learning from experienced business professionals and established entrepreneurs, both male and female with diverse backgrounds, will help her in shaping her own business strategy. Your experience, your advice, and your mistakes could be a game-changer for helping her succeed in her entrepreneurial journey.

**Principle 3 Recommendation:** Look for ways in which your experience or subject matter expertise could be utilized to mentor her.

*Examples:*

- Mentor her through local programs.
- Create your own program through which senior staff in your organization could mentor her.
- Assess your internal skills, competencies, and best practices. Find a way to invite her in and have her learn from your organization.

### Principle 4: Shatter a Ceiling

We know that access to networks and making connections is one of the most powerful tools for her to advance her business.

**Principle 4 Recommendation:** Invite her into your networks to allow her to build meaningful business connections.

*Examples:*

- Extend her an invitation into business-focused groups.
- Ask her to speak to a group, club, or organization you belong to.
- Connect her to people or opportunities that you are aware of.
- Recruit her to your board to create a diversity of experience, skills, and networks.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Title

\_\_\_\_\_  
Organization

\_\_\_\_\_  
Organization