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# 50-30 Challenge



In 2020, women held only one in five positions on boards of directors. For senior corporate management positions (“officers”), this same figure was one in four<sup>1</sup>.

The 50-30 Challenge is a nationwide initiative that seeks systemic change in terms of gender representation within Canadian companies. Backed by a network and offering support to businesses, the movement has two clear objectives:

- 1 Gender parity** (50% women or non-binary people) in the boardroom and senior management positions.
- 2 A considerable proportion** (30%) of other groups as well, with a view to achieving equity in the boardroom and senior management positions, including racialized individuals, Blacks and people of colour (visible minorities); individuals with disabilities (including those living with invisible or episodic disabilities); the LGBTQ2S+ community or members of sexual/gender diversity groups; and Indigenous people.

**Companies that decide to take part in the 50-30 Challenge have access to a toolbox designed to raise awareness and facilitate the implementation of concrete measures.**

The tools promoted by the 50-30 Challenge are characterized by learning and reflection; conversation, participation and listening; and measures designed to get things moving. They are geared towards individuals, teams and managers, as well as organizations in their entirety.

Somewhat like the WBNB toolbox, the 50-30 Challenge ultimately seeks to bring about systemic changes in terms of equity and diversity.



If you weren't among the first wave of companies to take part, there is still time to rise to the 50-30 Challenge!

#### References:

(in English) <https://whatworkstoolkit.elementor.cloud/what-is-the-50-30-challenge/>  
<https://ised-isde.canada.ca/site/ised/en/join-50-30-challenge>  
 (in French) <https://boiteatools.50-30tools.ca/quest-ce-que-cest-le-defi-50-30/>  
<https://ised-isde.canada.ca/site/ised/fr/rejoignez-defi-50-30>

1. Government of Canada, <https://www150.statcan.gc.ca/n1/daily-quotidien/230529/dq230529b-eng.htm>