Provincial Action Plan for Women's Entrepreneurship

As part of the project: Women in Leadership – Driving Entrepreneurial Success

Guiding Principle: Integrate underrepresented groups from the design stage of initiatives through co-design, ongoing consultation, shared leadership, and inclusive representation within decision-making structures.

Pillar 1 – Collaborative Leadership and Systemic Transformation:

Mobilize actors across the entrepreneurial ecosystem through a collaborative leadership structure capable of sustainably influencing the conditions that support the entrepreneurial success of women+.

Objectives	Initiatives	Actions	Success Measures / Indicators	Notes
1.1 **Establish a representative, inclusive, and sustainable collaborative leadership structure.**	Collaborative Leadership Structure	→ Develop and adopt terms of reference → Validate the terms of reference with partners → Define and adopt a governance model outlining members' roles and responsibilities → Establish participation criteria → Establish an annual meeting schedule	→ Terms of reference adopted → Number of participating organizations → Governance model adopted → Diversity of sectors and groups represented → Participation rate at meetings → Member satisfaction level → Number of collective actions implemented	
	Adoption of a Collective Impact Approach	→ Identify the principles of the collective impact approach to be adopted → Develop a shared theory of change → Define collective indicators → Implement a shared monitoring mechanism → Produce an annual progress report	→ Theory of change adopted → Collective indicators defined → Shared monitoring mechanism established → Annual report produced → Number of organizations using the shared indicators	

1.2 **Strengthen crosssector collaboration among organizations, institutions, and networks.**	Strategic Partner Mobilization	→ Map priority partners → Confirm their interest in participating → Identify their potential contributions → Develop collaboration agreements → Establish regular communication mechanisms	→ Number of partners mobilized → Number of participating organizations → Diversity of sectors represented → Number of formalized partnerships → Partner participation rate	
	Multisectoral Collaboration Table	→ Invite representatives from the public, private, and community sectors → Identify shared priorities and challenges → Develop collaborative pilot projects → Facilitate information sharing among partners	→ Number of meetings held → Number of participating organizations → Number of collaborative → Partner satisfaction level	
1.3 **Secure operational funding.**	Long-Term Funding Strategy	→ Identify relevant funding programs → Develop an investment case → Diversify revenue sources → Explore philanthropic funding opportunities → Submit multi-year funding applications	→ Number of funding applications submitted → Amount of funding requested → Number of funding sources mobilized → Number of diversified funding sources → Amount of funding secured	
	Sustainability Model	→ Assess recurring financial needs → Identify essential functions to maintain → Develop different sustainability scenario → Identify a lead organization or shared governance model	→ Sustainability model adopted → Core funding secured → Number of years of funding confirmed → Percentage of budget covered by recurring revenues	

Pillar 2 – Navigation, Access to Resources and Capacity Building:

Facilitate access to resources, knowledge, services, and networks to strengthen the ability of women+ to navigate the entrepreneurial ecosystem and reach their full entrepreneurial potential.

Objectives	Initiatives	Actions	Success Measures / Indicators	Notes
2.1 **Improve accessibility and clarity of available entrepreneurial resources.**	One-Stop Entrepreneurial Hub	→ Conduct an inventory of existing resources → Define service categories → Develop the platform architecture → Ensure a bilingual and accessible interface → Launch a pilot phase	→ Number of resources identified → Number of contributing organizations → Number of users → User satisfaction rate → Pilot usage rate	
	Continuous Updating of the One-Stop Hub	→ Develop an update protocol → Enable partner self-registration → Conduct an annual content review → Assess the quality of information	→ Update protocol adopted → Number of partners using self-registration → Percentage of resources reviewed annually → Information accuracy rate	
	Ecosystem Gap Analysis	→ Identify missing resources → Identify underserved populations → Produce a gap mapping exercise → Prioritize unmet needs → Develop new resources	→ Number of gaps identified → Number of target populations identified → Gap analysis completed → Number of priorities established → Number of new resources developed	
2.2 **Reduce informational and relational barriers within the ecosystem.**	Human Referral System	→ Develop a referral protocol → Identify resource persons → Create referral pathways → Evaluate referrals	→ Number of referrals made → Number of resource persons involved → User satisfaction rate → Percentage of referrals deemed useful	
	Smart Referral System	→ Assess available digital tools → Explore AI-enabled opportunities → Develop a matching tool → Test a pilot project	→ Tool developed → Number of uses → Number of matches made → User satisfaction rate	

2.3 **Strengthen entrepreneurial capacity.**	Accessible Resource Library	→ Develop practical fact sheets → Create video capsules → Produce simplified guides → Organize resources by theme	→ Number of resources created → Number of resource consultations → Number of topics covered → User satisfaction rate	
	Knowledge Sharing Program	→ Organize webinars → Invite experts and entrepreneurs → Highlight lived expertise → Archive content	→ Number of webinars held → Number of participants → Diversity of expertise represented → Percentage of participants reporting increased knowledge	

Pillar 3 – Communities, Visibility and Safe Spaces:

Create an entrepreneurial ecosystem where women+ feel supported, visible, represented, and safe to participate fully.

Objectives	Initiatives	Actions	Success Measures / Indicators	Notes
3.1 **Strengthen safe spaces for sharing, mutual support and collaboration.**	Provincial Peer Mentorship Network	→ Develop a peer mentorship model → Recruit mentors → Establish matching criteria → Evaluate mentorship experiences → Measure program outcomes	→ Number of mentors recruited → Number of matches completed → Participant retention rate → Mentee satisfaction → Increased entrepreneurial confidence	
	Peer Support Program	→ Create discussion groups → Develop mini-masterminds → Train facilitators → Organize regular meetings → Evaluate outcomes	→ Number of active groups → Number of participants → Frequency of meetings → Sense of belonging → Reduction in feelings of isolation	
	Safe Dialogue Spaces	→ Develop a psychological safety framework → Create community guidelines → Train facilitators → Implement a mediation mechanism	→ Number of spaces created → Number of participants → Sense of psychological safety → Repeat participation rate	

3.2 **Promote the visibility and representation of diverse women+.**	Community Visibility Platform	→ Create diverse entrepreneurial profiles → Develop a member directory → Promote businesses → Integrate the platform into the one-stop hub	→ Number of profiles created → Diversity of profiles represented → Number of businesses showcased → Number of connections generated	
	Women+ Visibility Campaign	→ Produce content highlighting entrepreneurial journeys → Create a portrait series → Promote inspiring role models → Ensure diverse representation	→ Number of profiles published → Campaign reach → Diversity of journeys represented → Engagement generated	
	Cross-Promotion and Outreach	→ Develop joint campaigns → Create visibility opportunities → Highlight regional success stories → Facilitate promotional collaborations	→ Number of collaborations → Number of organizations → Number of visibility opportunities created → Number of promotional collaborations completed	
3.3 **Strengthen collective capacities in inclusion and cultural safety.**	Inclusion Learning Pathway	→ Develop training content → Identify trainers → Create a modular learning pathway → Offer pilot cohorts	→ Number of cohorts offered → Number of participants → Completion rate → Knowledge level before/after	
	Cultural Safety Tools	→ Develop guidelines → Create self-assessment tools → Produce practical guides → Train partner organizations	→ Number of tools developed → Number of organizations using the tools → User satisfaction → Perceived improvement in inclusive practices	
	Inclusive Co-Design	→ Develop ongoing consultation mechanisms → Engage underrepresented groups → Adapt participation processes → Evaluate quality of representation	→ Number of consultations conducted → Representation of underrepresented groups → Diversity of participants involved → Perceived quality of participation	

3.4 **Promote wellbeing and sustainability throughout the entrepreneurial journey.**	Holistic Support Approaches	→ Organize mental health activities → Develop self-care resources → Create sharing circles → Explore the integration of Elder circles	→ Number of activities offered → Number of participants → Participant satisfaction → Perceived improvement in well-being	
	Recognition of Lived Experiences	→ Document mental load challenges → Integrate an intersectional perspective → Adapt services to diverse realities → Evaluate inclusion of diverse realities	→ Number of lived realities documented → Number of recommendations produced → Number of service adaptations made → Perception that diverse realities are better considered	