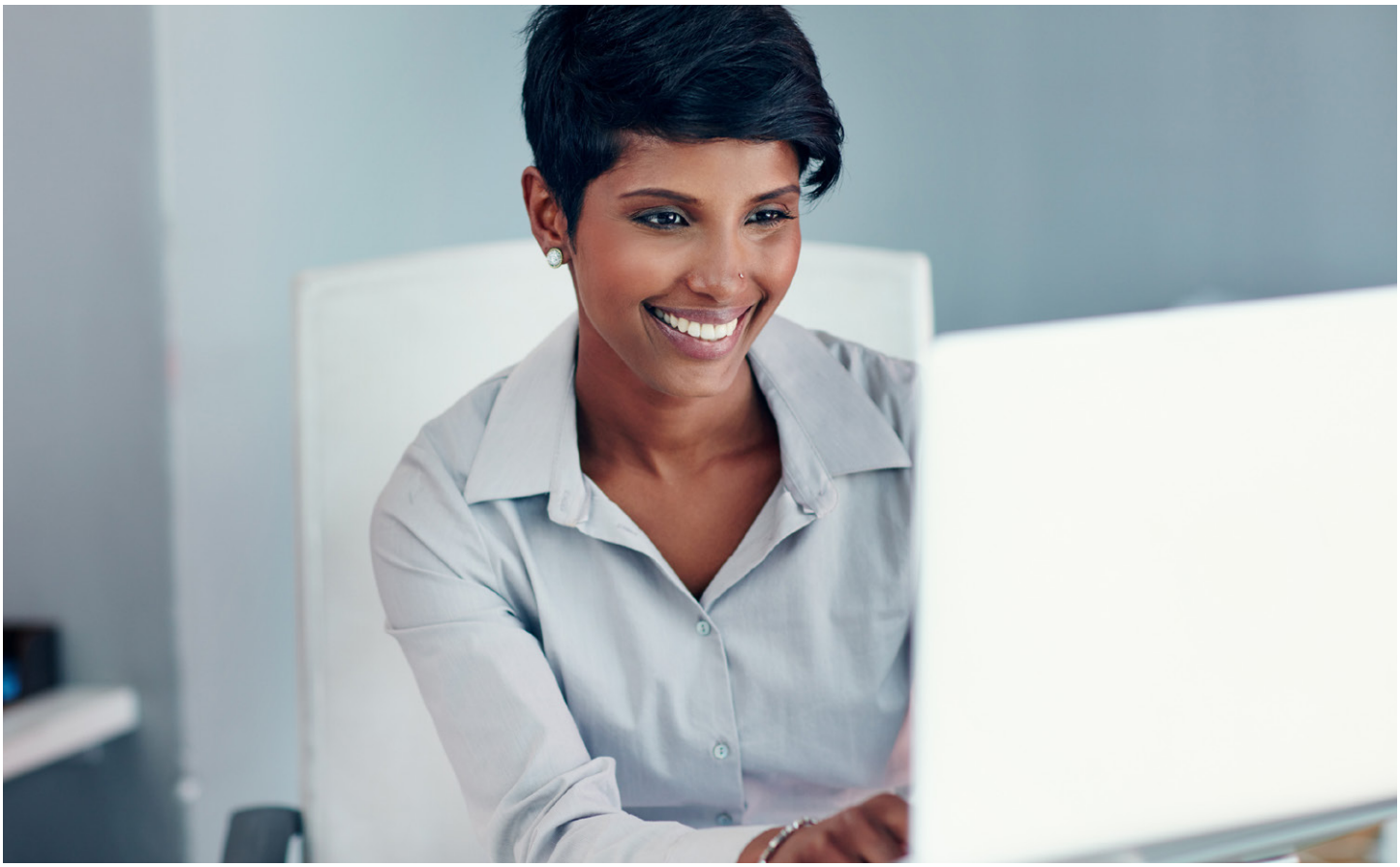
# Provincial Action Plan for Women's Entrepreneurship

## As Part of the Project:

Women in Leadership – Driving Entrepreneurial Success



**Prepared by Women in Business New Brunswick**
with the support of O Strategies
November 2026

**Project Framework:**
Women in Leadership (WIL)
– Driving Entrepreneurial Success

This project was made possible thanks to our partners

CBDC NEW BRUNSWICK ASSOCIATION L'ASSOCIATION DU NOUVEAU-BRUNSWICK

Women in Business Femmes en affaires New Brunswick | Nouveau-Brunswick

Women and Gender Equality Canada
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# Why This Action Plan?

Over the past two years, the Women in Leadership (WIL) project has brought together women entrepreneurs, support organizations, public institutions, businesses, and community partners from across New Brunswick.

Through the research summary, regional consultations, thematic dialogues, the Entrepreneurial Innovation Summit, and the work of the Collaborative Leadership Structure, a common finding emerged: women+ have the skills, ideas, and ambition to succeed in entrepreneurship, yet continue to face systemic barriers that limit their access to resources, networks, visibility, and decision-making spaces.

This action plan represents a shared roadmap aimed at improving the conditions for entrepreneurial success for women+ in New Brunswick.

The work carried out through this project has identified three priority areas of transformation to advance the entrepreneurial success of women+ across New Brunswick.

# The Three Transformation Pillars

## Pillar 1 – Collaborative Leadership and Systemic Transformation

**Objective:** Mobilize stakeholders across the entrepreneurial ecosystem through a collaborative structure capable of sustainably influencing the conditions that support the entrepreneurial success of women+.

**Description:** This pillar aims to establish a representative and sustainable leadership structure capable of mobilizing partners around shared objectives, supporting systemic change, and ensuring the long-term sustainability of initiatives.

### Key priorities:

- Establish the Collaborative Leadership Structure;
- Adopt a collective impact approach;
- Strengthen cross-sector collaboration;
- Develop a long-term funding strategy;
- Influence policies, practices, and structures that limit entrepreneurial equity.

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

**Objective:** Simplify access to resources, knowledge, and networks so that women+ can more easily navigate the entrepreneurial ecosystem.

**Description:** Consultations demonstrated that many resources already exist; however, they often remain difficultto access, poorly known, or insufficiently connected.

### Key priorities:

- Develop a one-stop entrepreneurial hub;
- Map existing resources and gaps within the ecosystem;
- Create human-centred and intelligent referral mechanisms;
- Strengthen knowledge sharing;
- Develop accessible tools that respond to the needs of women entrepreneurs.

## Pillar 3 – Communities, Visibility, and Safe Spaces

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

**Description:** Participants emphasized the importance of belonging, visibility, mentorship, and safe spaces as essential conditions for entrepreneurial success.

### Key priorities:

- Develop a provincial mentorship and peer-support network;
- Create safe spaces for dialogue and mutual support;
- Increase the visibility of diverse women+ entrepreneurs;
- Strengthen collective capacities in inclusion and cultural safety;
- Promote well-being and the long-term sustainability of the entrepreneurial journey.

# An Inclusion-Centred Approach

**The entire action plan is grounded in a cross-cutting principle:** underrepresented groups must be involved in the design, implementation, and evaluation of initiatives.

### This approach is based on:

- co-design;
- ongoing consultation;
- shared leadership;
- representation in decision-making spaces; and
- particular attention to the lived realities of Indigenous, immigrant, racialized, and 2SLGBTQIA+ women, women living in rural communities, and other underrepresented groups.

# Measuring Success

The success of this action plan will be evaluated through concrete indicators, including:

- partner engagement and mobilization;
- access to funding;
- utilization of resources and the one-stop hub;
- development of mentorship networks;
- visibility of women+ entrepreneurs;
- representation of underrepresented groups; and
- participants' sense of belonging, confidence, and safety.

# Next Steps

Over the next year, the Collaborative Leadership Structure and project partners will work to:

1. Establish the collaborative governance structure (the Collaborative Leadership Structure);
2. Prioritize the first initiatives to be implemented;
3. Identify the resources and partners required;
4. Develop a long-term funding strategy; and
5. Launch the first pilot projects.

This action plan is intended to serve as a living document that can evolve through collective learning, the development of partnerships, and emerging opportunities within the entrepreneurial ecosystem.