**Women’s Economic Empowerment Community Engagement – IDEAS4GE**

**APPENDIX/WORKSHEETS**

* WEE / IDEAS4GE Event – Why Now/Goal Setting
* WEE / IDEAS4GE Event – Level of Engagement
* WEE / IDEAS4GE Event – Who & Techniques
* WEE / IDEAS4GE Event – Planning & Evaluation

Sample

Women’s Economic Empowerment (WEE/IDEAS4GE) Event Planning

*Why Engage Now? – Goal Setting Worksheet*

To assist with determining the goals of your WEE/IDEAS4GE Community Event explore the following statements.

|  |  |  |
| --- | --- | --- |
| Why hold a Women’s Economic Empowerment/IDEAS4GE Community Engagement Event in your community?  Check any of the statements that apply. ( √ ) | | |
| **( √ )** | **Purpose/Goals** | **Thoughts/Comments** |
|  | To share/explain what women’s economic empowerment and the IDEAS4GE is all about | *Support an informed intersectional Gender-based recovery* |
|  | To seek feedback on the benefits and challenges to achieving gender equality and women’s empowerment in our community, using a [GBA+](mailto:https://women-gender-equality.canada.ca/en/gender-based-analysis-plus.html) Inclusion, Diversity, Equity and Access lens | *From a wide range of perspectives, stakeholder groups and sectors* |
|  | To engage related talent and gain support to apply women’s empowerment, gender equality, diversity and inclusion principles within their own sphere of influence and/or within the broader community | *Panelists inspire participants to transfer insights and learning to own workplace, marketplace and community* |
|  | To garner support from community leaders from [Equity-deserving groups as defined in the 50-30 challenge Publicly Available Specification Document](https://secureservercdn.net/192.169.220.85/b0m.396.myftpupload.com/wp-content/uploads/2022/03/Di-PAS_EN_vf.pdf) and all stakeholder groups i.e. 1. \_\_\_\_ Government (all levels), 2. \_\_\_\_Business (all sizes), 3. \_\_\_\_\_Other  \*OTHER: Includes all other stakeholders, entities and individuals within what we define as a broad third sector. It includes civil society and not-for-profit organizations, business associations, labour organizations, Municipalities, Universities/Colleges, Schools and Hospitals, (MUSH) and any other private and public sector that is distinct from government or business. | *3-4 Panel members from all three stakeholder sectors, with diverse equity-deserving group representation share concrete actions/ initiatives that demonstrate the power of multi-stakeholder  partnerships*  *Govt, Academia, Business, Labour, Trades, Civil Society*  *Opportunities to share best practices, lessons learned*  *New Tools etc…* |
|  | To engage the community in a planning process specific to developing policy, programs or services related to promoting women’s economic empowerment and gender equality through, inclusion, diversity, equity, and access. | *Based on Panel, Topics and Resources Shared, provide an engagement opportunity to explore policy & practices systemic change- IDEAS4GE Innovation Challenge* |
|  | To engage the community to celebrate leaders within the community who have been successful in advancing gender equality, through inclusion, diversity, equity and access within their organization and/or have integrated one or more of the seven women’s empowerment principles within their organizations’ routine operations. | *Spotlight and celebrate Partnerships across a variety of initiatives that address a range of issues relevant to participants and promote IDEAS4GE Solution-building* |
|  | To provide the community with tools and resources to help advance women’s economic empowerment and gender equality through, inclusion, diversity, equity and access. | *Forum to share best practices, lessons learned and New Tools & Resources: WEPS, 50-30 Challenge PAS/Tool Kit, Chamber, Training, Women Entrepreneurship Knowledge Hub, Prosperity Project Mentoring, STEM/Trades, Research and/or Chamber Data etc.* |
|  | To provide stakeholders interested in advancing women’s economic empowerment, and gender equality a forum to build partnerships, collaborate and share best practices. | *Participant engagement activity(s) through table discussion & solution-building that promotes systemic change & collaborative partnerships* |

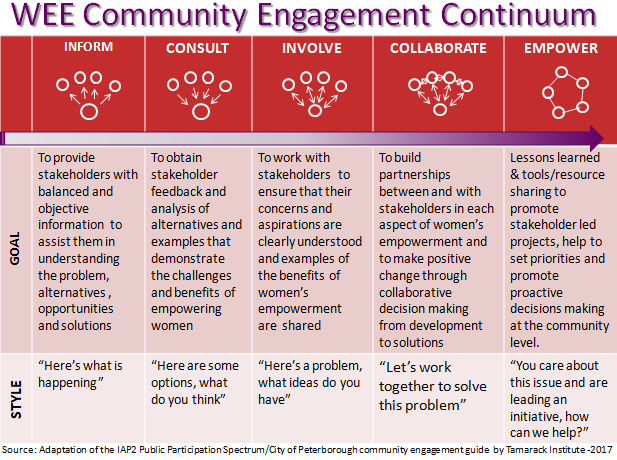
Based on your selections summarize your WEE/IDEAS4GE event key goals:

1. *Bring together diverse stakeholders and equity deserving groups from business, labour, civil society and government to build capacity and commitment for an inclusive intersectional Gender-based recovery for all women in the workplace, marketplace and community.*
2. *Spotlight and celebrate multi-stakeholder partnerships taking bold steps to create impactful solutions that value the contributions made by all women to our economy and quality of life and build bridges of understanding to foster opportunities for ongoing collaborative partnerships*
3. *Share programs, tools and resources that promote inclusion and the full participation of women in all their diversity in leadership, on boards, in trades, STEM and entrepreneurial endeavours. Encourage the customized implementation of resources across all stakeholder groups to promote collaborative multi-stakeholder solution-building and transparent monitoring of internal progress toward inclusion, diversity, Equity and access goals.*

Women’s Economic Empowerment (WEE)

Women’s Economic Empowerment (WEE/IDEAS4GE) Event Planning

*Level of Community Engagement Worksheet*



Consider your summarized Women’s Empowerment/IDEAS Event goals on page 10 and determine which levels of engagement as defined above most reflect your intention. Is it primarily to inform or consult? Or do you wish to actually involve participants to promote better understanding and purposeful follow through? Or perhaps it is to offer opportunities for ongoing collaboration and leadership for a proactive community / solution-building response?

Place a check mark in the appropriate level of engagement for each of your goals.

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| Goal | Inform | Consult | Involve | Collaborate | Empower | Comments |
| #1 | √ | √ |  |  |  | *Community Awareness and Capacity Building* |
| #2 | √ | √ | √ | √ |  | *Partnerships* |
| #3 | √ | √ | √ | √ | √ | *Inspire Empower Action* |

Women’s Economic Empowerment (WEE/IDEAS4GE) Event Planning

*Who Should We Engage? - Worksheet*

Considering the goals and level of engagement that you set for your WEE/IDEAS Community Event you can define your event and begin to brainstorm specific stakeholders you want to engage.

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| Who should we engage? | |
| **Questions** | **Community Members/Stakeholders/Leaders** *Government - Business - Other Organizations - Individual* |
| Who are directly impacted by the aims of this event? | *Community leaders and stakeholders from business-labour/civil society and Gov’t, SMEs and working women hit hard by the pandemic, marginalized and equity deserving groups. BPW members and clubs across Alberta and Canada.* |
| Who will be indirectly impacted? | *Canadian women and their families in all their diversity.* |
| Who is already engaged or has contacted you about this issue?  **Insert Alberta contacts who may already been engaged in some related work….** | ***Prosperity Project*** *– Rosie the Riveter inspired initiative, match professional (male/female) mentors with non-profit women’s organization, Research*  *50-30 Challenge – PAS/Toolkit The Honourable Francois-Philippe Champagne, Minister of Innovation Science and Industry*  ***WAGE/International Affairs Canada*** *– Gender Equality & Recovery project/Canada’s Generation Equality Action Commitments The Honourable Marci Ien Minister for Women and Gender Equality and Youth Women and Gender Equality Canada Phone, Toll-Free: 1-855-969-9922 Local: 613-995-7835 Fax: 819-420-6906  Email:minister-ministre@swc-cfc.gc.ca*  ***Minister International Development (Past-Karina Gould*** *now* ***The Honourable Minister Harjit Singh Sajjan  -*** *Oct 26, 2021* ***Karina Gould*** *now* ***Minister of Families Children and Social Development)***  [***Equal Futures Network***](https://equalfuturesnetwork.ca/about/)***-*** *Training Consultations & Collaboration opportunities*  ***Diversity Institute –*** *(Ryerson now Toronto Metropolitan University) Ecosystem partner PAS/What Works Tool Kit*  ***Gender and the Economy –*** *(Rotman) Gender Analytics, Gender Bias and Equity Training/Research Dr. Sarah Kaplan*  ***Women Entrepreneurship Knowledge Hub (WEKN)  Inclusive Innovation & Entrepreneurship Network (IIE-NET)  –*** *The Inclusive Innovation and Entrepreneurship Network (IIE-Net) is a collaborative network of academic experts, industry and community leaders, and government and social innovators, supported by the Social Sciences and Humanities Research Council (SSHRC). It is an expansion of WEKN.*  [***Future Skills Centre***](https://fsc-ccf.ca/engage/smes-support-to-tackle-skills-labour-gaps/?utm_source=FSC-CCF+Mailing+List&utm_campaign=0bc6c519cf-EMAIL_CAMPAIGN_2021_11_10_09_37&utm_medium=email&utm_term=0_6f8b70274b-0bc6c519cf-400787026) ***–-*** *Ontario Chamber, Diversity Institute and Magnet. SMEs will be able to access a wide variety of free resources including ones on leadership, diversity and inclusion, mental health and wellness, digital skills and regulatory compliance. These will be in the form of short courses, e-learning modules and other workforce tools.*  ***Women’s Enterprise Organization Canada*** *(WEOC)* |
| Are there existing community networks working on this issue?  **Add Alberta contacts for community contacts to be added to the promotion list…**  Are there existing community networks working on this issue? … continued | *100’s of Organizations*  *Calgary 100 organizations/100th anniversary of the suffragette movement in Canada*  ***1400+ 50-30 Challenge -*** [***Database***](https://www.ic.gc.ca/eic/site/icgc.nsf/eng/07712.html)  *\*\**[***Equal Futures Network***](https://equalfuturesnetwork.ca/about/) ***-*** [***Database***](https://docs.google.com/spreadsheets/d/15oRvkh0rzdN4kOm4wC7dXgVJtDGPDWhLDcRvSxUGu94/edit#gid=0) *Trng/GBA+ Assessment)*  ***Chambers of Commerce/Boards of Trade***  ***Black Chamber of Commerce***  ***Canadian Women’s Chamber of Commerce***  ***Canadian Federation of Independent Business***  ***Equal Voice***  ***Canadian Federation of University Women***  ***National Council of Women for Canada***  ***Canadian Labour Congress***  ***Ontario Coalition for Gender Equality***  ***Elgin Business Women’s Network***  ***New Canadians Centres/Organizations***  ***Indigenous Communities***  ***2SLGBTQAI Communities***  ***Ontario Association of Interval and Transition Houses*** [***(OAITH)***](https://www.oaith.ca/)  [***Working Ontario Women: Uninvited Episodes***](https://www.newswire.ca/news-releases/uninvited-working-ontario-women-launches-news-program-887592088.html) *supported by* [*OSSTE*](https://www.facebook.com/groups/515478705172516/)*,* [*OECTA*](https://www.catholicteachers.ca/) *and* [*SEIU Healthcare.*](https://seiuhealthcare.ca/)  ***Ontario Native Women’s Association (ONWA)*** *-* [*She is Wise conference*](https://www.onwa.ca/events/she-is-wise-conference)  ***Department of Justice*** *(*[*Help Toolkit-Identifying and responding to Family Violence*](https://www.justice.gc.ca/eng/fl-df/help-aide/index.html)*)*  ***30%  Club Canada***[*https://30percentclub.org/*](https://30percentclub.org/) *Jenifer Laidlaw* |
| Who has unique skills, insights or resources to offer to your WEE/IDEAS community event?  Content Experts: *event are individuals and leaders with specific knowledge, tools, and resources that can help to advance women’s economic empowerment and gender equality, through inclusion, diversity, equity and access policies and practices.*  Context Experts *are individuals from any stakeholder or equity deserving groups with diverse lived experience. They experientially know the challenges, success and benefits of women’s economic empowerment and inclusion, diversity, equity and access. It is critical to use an intersectional lens when forming your pool of context experts. Experts drawing upon experience from a wide range of intersecting identity factors, such as race, ethnicity, religion, age, socio-economic status and mental or physical disability to list a few will contribute to an engaging and enriching program. Attention to the fact that there is considerable diversity in how individuals and groups understand, experience, and express gender and that gender is beyond biological (sex) and socio-cultural (gender) differences. Learn more about applying a GBA+ Gender-based Analysis Plus lens to your event planning at* [*Women and Gender Equality Canada GBA+*](https://women-gender-equality.canada.ca/en/gender-based-analysis-plus.html)*.* | ***Prosperity Project*** *– Rosie the Riveter-Inspired Initiative, match professional (male/female) mentors with non-profit women’s organizations, Research.*  ***50-30 Challenge*** *– Toolkit*  ***Diversity Institute*** *– (Toronto Metropolitan University) Ecosystem partner for PAS & What Works Tool Kit*  ***Gender and the Economy*** *– (Rotman) Gender Analytics, Gender Bias and Equity Training/Research Dr. Sarah Kaplan*  *Equal Futures Network – (GBA+/Diverse CSOs membership)*  ***Ontario Chamber*** *Partnership with* [*Future Skills Centre*](https://fsc-ccf.ca/engage/smes-support-to-tackle-skills-labour-gaps/?utm_source=FSC-CCF+Mailing+List&utm_campaign=0bc6c519cf-EMAIL_CAMPAIGN_2021_11_10_09_37&utm_medium=email&utm_term=0_6f8b70274b-0bc6c519cf-400787026)*, Diversity Institute & Magnet*  ***EY Canada Jeannine Pereira***[*https://www.linkedin.com/posts/jeanninepereira*](https://www.linkedin.com/posts/jeanninepereira)  ***Canadian Labour Congress*** |
| Who can exert power and/or offer support for your event? | *Government Related ministries: WAGE TO Marci Ien, Innovation Science and Industry, International Trade, Export Promotion, Small Business and Economic Development- Mary Ng Thornhill , International Affairs, Families Children and Social Development…* |
| Who should be invited to ensure a balanced representation across the various stakeholder groups? (i.e. Government, Business, Other, including Equity-deserving groups …) | *Use GBA+ Monitoring and Evaluation insights to ensure diverse and inclusive representation for the event key players, i.e. panel, MC, Key Note and program. As key players are confirmed ensure outreach, promotion and participation activities for participants in person/virtual are inclusive.* |
| Who do we need to approach to join our event planning committee? | *Potential additional BPW members and /or organizations that can support our planning activities or program the day of the event* |

A panel discussion and a combination of Women’s Economic Empowerment/IDEAS4GE Challenge presentations and activities in a workshop format is one of the engagement techniques found to be well suited to a successful WEE/IDEAS4GE community building event.

You may however, also use other community engagement techniques to support your WEE event. See next page for a list of additional techniques that may be incorporate into your event planning, implementation and follow-up activities.



Women’s Economic Empowerment (WEE/IDEAS) Event Planning

*What Techniques Should We Use? - Worksheet*

Based on your WEE/IDEAS event, goals and level of engagement consider if and/or how any of the Community Engagement Techniques outlined below will enhance your event. The engagement techniques used during your program planning may help promote your event. They may also be incorporated directly into your event program or used as a follow-up activity.



Identify possible persons on your event planning committee or community contacts that you believe can help to coordinate the implementation and use of the selected items according to your planning timeline.

Women’s Economic Empowerment (WEE/IDEAS) Event Planning

*Evaluating your Community Engagement Event - Worksheet*

It is important to plan how your will evaluate your community engagement event. Plan your evaluation and incorporate it into your program and adjust as you go along. Consider evaluation techniques that are based on your overarching goals, the level of engagement and complexity of the issues involved.

Things to consider in your evaluation: Did the event help to achieve your overarching goals? How did each of the engagement techniques used during event promotion, implementation and follow-up contribute to your goals?

It is recommended that you schedule a “debriefing session” immediately following the event so that you and your planning committee can explore both intended and unintended outcomes while the spirit of the event is fresh.

During the IDEAS Project Term, a pre and post event page will be available to all registrants on the general public Collaborative IDEAS4GE Solution-Building workspace.

Regardless of whether you used a traditional evaluation form, electronic feedback and/or Post-event workspace, the project team will compile and analyze the feedback to gain insights for future event improvements.

It will be very helpful to establish key metrics and data sources related to your primary event engagement goals.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Goal | Anticipated Level of Engagement *(see pg 9 & 10)* | Key Metrics  *(see more detailed metrics below)* | Data Sources | Comments |
| #1 | *Inform/Consult* | *3 broad sectors and; 5 equity-deserving groups represented in event planning, promotion and communication as well as event participation* | *Communication and Promotion database*  *Collaborative Work Space engagement and  organic outreach list* | *PAS - Target Goal 30% equity-deserving*  *Planning meetings/ worksheets, contact outreach & follow-up spreadsheet etc.* |
| #2 | *Inform/Consult/Involve/*  *Collaborate* | *30 % Diversity in event Panel/ Participants*  *25 % increased awareness* | *Registration self-Identification/*  *data collection*  *Pre-post evaluation* | *Need to incorporate event external registration  with conference internal registration* |
| #3 | *Inform/Consult/Involve/*  *Collaborate/Engage* | *20% can apply to their realm of influence*  *15% commit to share   & apply*  *Engagement  in collaborative workspace* | *Event Evaluation*  *Event Evaluation*  *Collaborative workspace engagement*    *Debrief event planning and outcomes* | *Examples of sharing & applying tools/resources evident / engagement in collaborative IDEAS Workspace*  *Incorporate Lessons learned for next event* |

**Example:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Goal | Engagement | Key Metrics | Data Source | Comments |
| To promote understanding and awareness of the benefits of women’s economic empowerment, gender equality diversity and inclusion | Inform, Consult and Involve | Panelists able to share progress toward Inclusion, Diversity, Equity and Access, or 7 WEP’s, goals | Presentation and workshop materials | See below |
| Goal | Engagement | Key Metrics | Data Source | Comments |
| To engage diverse stakeholder, and equality-deserving groups in event activities and discussions | Collaboration | Three stakeholder and diverse range of equality- deserving groups participate | Representation/ participation list | See below |
| To establish and strengthen multi-stakeholder partnerships for impactful solutions | Empower | Relationships established | Follow-up events/activities | See below |

**Note:** Using the [IDEAS4GE Project Intersectional GBA+ Monitoring and Evaluation Strategy](https://ideas-4-gender-equality-project-team.in.howspace.com/widget/fileshare/636567434e1887a0ca08f54a/inline/63d5560ea527a3c2bf0069c0/download) the 1st IDEAS4GE planning committee developed more robust metrics (on page 12 of the Strategy) which went on to shape the overall project metrics and scorecard. This file is for internal use.

