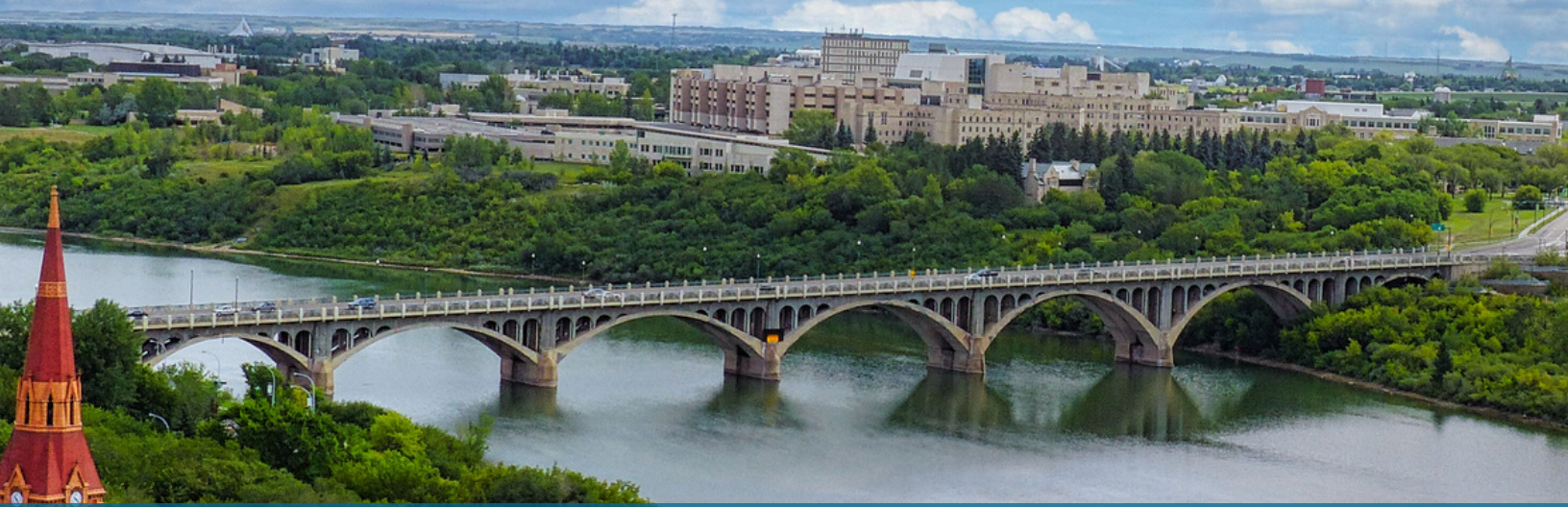




THE 2025 FREDEEN LECTURE

MORAL SUASION AS A POLICY TOOL: HOW EFFECTIVE ARE ETHICAL APPEALS IN ADVANCING TRC #92 AND UNDRIP IN SASKATCHEWAN CREDIT UNIONS?

This year's Fredeen Lecture explores the effectiveness of moral suasion (ethical appeals) as a policy tool to advance reconciliation efforts within Saskatchewan credit unions. Specifically, it examines how two Saskatchewan credit unions have operationalized the Truth and Reconciliation Commission (TRC) Call to Action #92 and the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) within their governance structures, policies and practices. In 2018, the Canadian Credit Union Association (CCUA) made an important signal to its members as it confirmed a resolution on Truth and Reconciliation at its Annual General Meeting to adopt the TRC and UNDRIP as a reconciliation framework. The resolution also encouraged CCUA delegates to respond to this call and to share similar resolutions with their boards of directors to demonstrate support for Indigenous Peoples in Canada. The talk will review the research findings, assess the circumstances under which moral suasion is effective and evaluate how co-operative values intersect with reconciliation frameworks.

NOVEMBER 20

1:00 - 2:00 p.m. (Saskatchewan time)

Event delivered by Zoom

[Register Online](#)



CANDICE MINOTT

Candice Minott graduated this fall with a Master of Public Policy from the Johnson Shoyama Graduate School of Public Policy, University of Saskatchewan. Candice is the Community Engagement Consultant at Co-operatives First, where she supports the development of co-operatives across Western Canada.



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