

The Canadian Centre for the Study of Co-operatives presents

# CO-OP CONVERSATIONS

A casual online gathering for co-operative professionals to learn from others in the field and exchange information

## **BUSINESS CONVERSIONS TO SOCIAL PURPOSE ORGANIZATIONS: THE NEED, HISTORY, AND LEGACY OF SOCIAL PURPOSE FOR EQUITY DENIED GROUPS** **FEATURING JANIELLE MAXWELL AND JULIET 'KEGO UME-ONYIDO**

This Co-op Conversation provides an overview of the Canadian Worker Co-operative Federation's (CWCF) Justice, Equity, Diversity, Decolonization, and Inclusion (JEDDI) Business Conversion Project. This project focuses on conducting outreach, generating awareness, and providing support for business conversions to Social Purpose Organizations (SPOs) amongst members of Equity Denied Groups (EDGs).

Janielle Maxwell, JEDDI Business Conversation Project Coordinator, and Juliet 'Kego Ume-Onyido, Black Women Professional Co-op (BWP) & Whole Woman Network Co-Founder, will discuss why a JEDDI-centered approach to Social Purpose Organizations (SPOs) and the Canadian employment realm is needed for true transformational change. The session will also highlight how co-operative and mutual aid practices have been embedded into the economic modus operandi of Indigenous (African and Canadian) groups since time immemorial. Themes such as the cultural affinity of racialized EDGs to SPOs, challenges faced by EDGs in business conversions, and how business conversions from traditional organizations to SPOs can benefit marginalized groups will also be discussed.



**Date: Wednesday, September 6**

**Time: 12:00 - 1:00 PM (Saskatchewan time)**

**Where: on Zoom (free to attend)**

RSVP HERE:  
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