

Twitter Chat: Equality for Innovation and Growth

March 17, 2022

Below is a compilation of the Twitter chat conversation that CEDEC hosted on March 17, 2022, in honour of International Women's Day.



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Hello and welcome to our special [#IWD2022](#) edition Twitter chat "Equality for Innovation & Growth". We're so glad you could join us today! [#CEDECequality](#)

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Please introduce yourself as you join our live chat and don't forget to include the [#CEDECequality](#) hashtag in your tweets so they show up in the live conversation stream.

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Welcome to today's guests [@StephanieProcyk](#) [@energyfeminist](#) [@ngcrebecca](#) [@firstwoman2mars](#) [@herfarmstory](#) [@MicheleThibeau](#) - we are so grateful you could join us today. [#CEDECequality](#)

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A few reminders: Please act professionally and respectfully as you would at any live networking event. Don't 'hashjack' the [#CEDECequality](#) hashtag with your own side conversation.

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Please use Q1 / A1 format when tweeting to keep the [#CEDECequality](#) conversation organized per question.

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All right - let's jump in! Q1: What does "equality" mean to you? [#CEDECequality](#) [#BreakTheBias](#) [#IWD2022](#) [#InternationalWomensDay2022](#)



[marielle feenstra](#) [@energyfeminist](#)

A1: Equality means having a seat at the table, joining the dance of participation and take responsibility for a sustainable future [#CEDECequality](#)



[Charlotte Habegger, Connector/Connectrice @firstwoman2mars](#)

Hello I am Charlotte in Québec, Connector & Multientrepreneur. I lead several communities of women with a business, project or organisation. Happy to join in the conversation [#CEDECEquality](#)



[Rebecca Ryan, APF @ngcrebecca](#)

Q1: What does equality mean to me? A1 See image. :) [#CEDECEquality #IWD2022](#)



[Peter Stastny @hermitbird](#)

A1: Equality does not mean identical. To me it means a level playing field for everyone to pursue their desired path and be recognized and rewarded equally. [#CEDECEquality](#)

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"Égalité ne veut pas dire identique. Pour moi, cela signifie que tout le monde soit sur un pied d'égalité pour poursuivre la voie choisie, pour être reconnu et récompensé de la même manière." [#CEDECEquality](#)

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Awesome - great definition Peter! So critical to have men's allied voices at the table. :) [#CEDECEquality](#)

[NCFDC @NrthmbrlndCFDC](#)

Replying to [@NrthmbrlndCFDC @CEDEC_QC @hermitbird](#)

Also in Canadian law, the term 'substantive equality' carries this meaning (giving extra help where it is needed).



[Michèle Thibeau @MicheleThibeau](#)

Hello from Quebec City! Michèle at [@CEDEC_QC](#) here! [#CEDECequality](#)



[Charlotte Habegger, Connector/Connectrice @firstwoman2mars](#)

A1 Equality starts with fully recognising our interdependence and the interactions between us. The concept of equality hardly applies if people were completely separate and alone, with no contact with other human beings. [#CEDECequality](#)

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"Equality starts with fully recognising our interdependence and the interactions between us" - such a key part of understanding the equality equation! [#CEDECequality](#)



[Michèle Thibeau @MicheleThibeau](#)

A1 Equality means we all have a place and a voice [#CEDECequality](#)



[Catarina Silva @CatarinaSilva59](#)

Opportunity and fair competition [#CEDECequality](#)



[Stephanie Procyk @StephanieProcyk](#)

Equality means acknowledging ‘intersectionality,’ a term coined by Kimberlé Crenshaw [@sandylocks](#): People experience multiple layers of inequality. [#CEDECEquality](#) [canadianwomen.org/the-facts/inte...](#)

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[2h](#)

Kimberlé Crenshaw's work on intersectionality was/is so important to understanding and addressing [#equality](#). Thanks for flagging this Stephanie. [#CEDEcequality](#)



[NCFDC @NrthmbrlndCFDC](#)

Absolutely! Note: [@WAGE_FEGC](#) has a great course on this (GBA+) that covers terminologies: [women-gender-equality.canada.ca/en/gender-base...](#) [#CEDECEquality](#)



[Rhon Sharpe Morrison @RhonSharpe](#)

Replying to [@CEDEC_QC](#) A1 Everyone has the same access to the same wealth. [#CEDECEquality](#)



[Stephanie Procyk @StephanieProcyk](#)

Replying to [@RhonSharpe](#) [@CEDEC_QC](#)

A1 [#CEDECEquality](#) Yes! and the supports in place to be able to act on opportunities

[Diane McKenzie @herfarmstory](#)

A1 For me, equality means first understanding privilege.

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So, SO important - thank you Diane for pointing this out. [#CEDECequality](#)

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Q2: What would equality look like in an economic context? [#CEDECequality](#) [#BreakTheBias](#) [#IWD2022](#)
[#InternationalWomensDay2022](#) [#CED](#) [#economicdevelopment](#)



[marielle feenstra @energyfeminist](#)

A2: to have an equal share of the pie, to have a balanced distribution of costs and benefits. [#CEDECequality](#)



[Rebecca Ryan, APF @ngcrebecca](#)

Q2 What would equality look like in an economic context? A2 We build jobs and policies for those with the most challenges, not the fewest challenges, e.g. new parents, those who care for elders, those with disabilities, etc. [#CEDECequality](#)



[Michèle Thibeau @MicheleThibeau](#)

A2 Equal opportunities: doors, seats & salaries [#CEDECequality](#)

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"Possibilités égales : portes, sièges et salaires." [#CEDECEquality](#)



[Charlotte Habegger, Connector/Connectrice @firstwoman2mars](#)

A2 In an economic context, particularly in business and trade, equality means integrating our connectedness in all of our planning, decisions and action-taking and basing our work on collaboration and not competition.

[#CEDECEquality](#)



[Stephanie Procyk @StephanieProcyk](#)

A2 Equality in the economic context looks like men taking on more care work at home so women can participate more fully in the economy gendereconomy.org/care-work/ [#CEDECEquality](#)



[Stephanie Procyk @StephanieProcyk](#)

A2 Equality in an economic context looks like policy change: implementing pan-Canadian child care agreements so women have supports they need in post-Covid recovery

policyoptions.irpp.org/magazines/febr... [#CEDECEquality](#)



[Stephanie Procyk @StephanieProcyk](#)

A2 Equality in an economic context looks like practice change: changing how women are treated on the job

[#CEDECEquality theglobeandmail.com/real-estate/to...](http://theglobeandmail.com/real-estate/to...)

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Q3: What would a future that is equal and sustainable look like? Who needs to be involved to help get us there? [#CEDECequality](#) [#BreakTheBias](#) [#IWD2022](#) [#InternationalWomensDay2022](#) [#CED](#) [#economicdevelopment](#)



[marielle feenstra @energyfeminist](#)

A3: a sustainable future means sustainable access to resources for all. Therefore we need both women and men to raise their voices, listen to each others needs, recognise each others rights and collaborate crossing borders, sectors and disciplines. [#CEDECequality](#)



[Charlotte Habegger, Connector/Connectrice @firstwoman2mars](#)

A3 As everyone needs to be involved, at least on the information and education level, if we want lasting change on a larger scale. Skills, talents, our unique contribution would be recognised in every person, with no distinction. [#CEDECequality](#)

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"Tout le monde doit s'impliquer, au moins au niveau de l'éducation et de l'information, si on veut du changement durable à grande échelle." [#CEDECequality](#)



[Peter Stastny @hermitbird](#)

A3: The future described in A1 &2. Everyone needs to be involved. I believe private enterprise needs to lead. [#CEDECequality](#)



[Rebecca Ryan, APF @ngcrebecca](#)

Q3: What would a future that is equal and sustainable SOUND like? A3 It would sound like exciting jazz - everyone playing their true note as advocate or ally, as activist, as rule-maker, always asking, "Is this equal? Is this sustainable?" [#CEDECEquality](#)

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What a fantastic perspective! And yes - cool, energized, positive jazz! [#CEDECEquality](#)



[Stephanie Procyk @StephanieProcyk](#)

A3 We need to have more women's voices at the table. Implementing the 50/30 plan to have more diversity in leadership is an important step to getting there [#CEDECEquality ic.gc.ca/eic/site/icgc....](#)



[Michèle Thibeau @MicheleThibeau](#)

Q3 Inclusive, collaborative and iterative conversations. We all have a role to play: Public, Private, Civil Society PPCS [#CEDECEquality](#)

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[CEDEC @CEDEC_QC](#)

"Des conversations itératives, collaboratives et inclusives. Nous avons tous un rôle à jouer; le secteur public, le secteur privé et la société civile." [#CEDECEquality](#)

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Q4: As a society, what questions do we still need to ask ourselves that would lead to better [#equality](#)?
[#CEDECequality](#) [#BreakTheBias](#) [#IWD2022](#) [#InternationalWomensDay2022](#) [#CED](#) [#economicdevelopment](#)



[Charlotte Habegger, Connector/Connectrice @firstwoman2mars](#)

A4 What is possible? How can we best open up to those possibilities and help others do the same?
[#CEDECequality](#)



[Peter Stastny @hermitbird](#)

A4: Why does gender discrimination continue to exist in Canada and who's voices need to be heard and listened to to bring about real change? [#CEDECequality](#)

[Sarine @Sarinek1990](#)

A4: "How important it is for us to recognize and celebrate our heroes and she-roes!" - Maya Angelou.
[#cedecequality](#)



[Stephanie Procyk](#)

[@StephanieProcyk](#) A4 How can we acknowledge and value the skills that come from unpaid care work in the paid economy? How do we put this on a resume? [#CEDECequality](#)

[Rebecca Ryan, APF](#)

[@ngcrebecca](#) Q4: As a society, what questions do we still need to ask ourselves that would lead to better equality? A4 Who are we building for, some or all? What are we building toward, our past or our future? Am I willing to step up? [#CEDECequality](#)

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Q5: What role does equality play in moving the needle on economic sustainability and/or innovation?
[#CEDECequality](#) [#BreakTheBias](#) [#IWD2022](#) [#InternationalWomensDay2022](#) [#CED](#) [#economicdevelopment](#)



[Stephanie Procyk @StephanieProcyk](#)

A5 Equality boosts innovation: companies that are more diverse are more innovative [#CEDECequality](#)
forbes.com/sites/forbesin...

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[CEDEC @CEDEC_QC](#)

And the data has proved it time and time again. [#CEDECequality](#)
[Stephanie Procyk @StephanieProcyk](#)



[marielle feenstra @energyfeminist](#)

Women are in general still underrepresented in the energy transition workforce. We need all hands on deck! So use the human capital that's there to diversify the job market and be open to people with different backgrounds and education [#CEDECequality](#)



[Rebecca Ryan, APF @ngcrebecca](#)

A5 When you have to build for ALL, it requires more thought, greater simplicity and a more intuitive user experience, like the original ipod. The opposite is a Universal Remote Control. :) [#CEDECequality](#)



[Charlotte Habegger, Connector/Connectrice @firstwoman2mars](#)

A5 Significant progress is not possible without a focus on equality as we will be missing out on so many key ideas, talents and skills needed for real change. [#CEDECEquality](#)



[Peter Stastny @hermitbird](#)

A5: Economic sustainability requires everyone's full contribution. Lack of equality is a demotivator and a brake on optimal economic activity. [#CEDECEquality](#)

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"Une économie durable nécessite la pleine participation de tout le monde. Un manque d'égalité mine la motivation et freine une activité économique optimale." [#CEDECEquality](#)



[anna vanha @vanha_anna](#)

Q5. We have just seen that when the workforce is compromised, as we have seen over the last 2 years due to COVID, there are significant impacts to the economy that limit capacity and growth. [#CEDECEquality](#)

[NCFDC @NrtmbrlndCFDC](#)

Maybe what change can happen organically/from the ground up vs top-down: e.g. providing access to capital to women entrepreneurs already makes sense in terms of investment ROI. Bias can be eroded through rational choice as well as attempting to shift the cultural discourse/mores.

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Q6: What happens if we leave equality out of the innovation equation? [#CEDECEquality](#) [#BreakTheBias](#) [#IWD2022](#) [#InternationalWomensDay2022](#) [#CED](#) [#economicdevelopment](#) [#economicinnovation](#) [#collaborativeeconomicdevelopment](#)



[**Marielle Feenstra** @energyfeminist](#)

A6: We will miss the connection with the diversity of consumers. Innovation needs to be adopted by society and if the design is not inclusive, the innovation will not be demand-driven. [#CEDECEquality](#)



[**Michèle Thibeau** @MicheleThibeau](#)

Without equality in the innovation equation: "... if the design is not inclusive, the innovation will not be demand-driven." [#CEDECEquality](#)



[**Charlotte Habegger, Connector/Connectrice** @firstwoman2mars](#)

A6 Progress will be non-existent or far from achieving the potential of change that is possible with a focus on equality. [#CEDECEquality](#)



[**Michèle Thibeau** @MicheleThibeau](#)

A6 If we leave equality out of the innovation equation we don't get to the moon, period. NASA's first computers: Women of NASA | National Geographic Society [#CEDECEquality](#) [#womeninspiringwomen](#)



[**Rhon Sharpe Morrison** @RhonSharpe](#)

A6 2/2 Our supposedly-neutral systems are still not neutral in many ways and need to change so we can make progress on gender equality. [#CEDECEquality](#).



[Rebecca Ryan, APF @ngcrebecca](#)

A6: We get Silicon Valley culture, literally missing the faces of People of Color. When there are fewer women making decisions, wages go down, profit goes down, diversity programs suffer. If we want more DEIA, women are critical



[Michèle Thibeau @MicheleThibeau](#)

A6 When we leave equality out of the innovation equation it takes us longer to get to our destination. A conversation over coffee led to Anne Carabin, Patricia Gomez, & Claudie Ratté-Fortin's Clean Nature ([clean-nature.ca](#)) solution! [#CEDECEquality](#) [#WomenInspiringWomen](#)

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"Quand on enlève l'égalité de l'équation de l'innovation, c'est plus long pour atteindre notre destination."
[#CEDECEquality](#)

[NCFDC @NrthmbrlndCFDC](#)

Perhaps it's simply that innovation has a democratic character, led by users: workers, the front-line, those driving value creation. ∴ innovation must have this spirit of equality in it (it can't be left out) to then share innovation gains broadly through generalized prosperity.

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Q7: What or who inspired your personal, professional, or spiritual journey? Was there one light bulb moment or one thing a person said? How did that push you to the next level? [#CEDECEquality](#)
[#EmpoweredWomenEmpowerWomen](#)



[marielle feenstra @energyfeminist](#)

A7: travelling and living in different countries opened my eyes that we have different needs, different rights and different access to resources. I am Dutch but feel like I am part of a global movement to protect the environment and to push equality. [#CEDECEquality](#)

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[CEDEC @CEDEC_QC](#)

If only everyone had an opportunity to travel and be exposed to different perspectives, challenges, needs - what a different world it would be! [#CEDECEquality](#)



[Charlotte Habegger, Connector/Connectrice @firstwoman2mars](#)

A7 My mentor, friend & business partner Imie Belanger [@ishopathome](#) has inspired me on all 3 of those levels. She constantly enlightens me on all aspects of my life and business and pushes me to think and act in a forward-looking way. [#CEDECEquality](#)



[Rhon Sharpe Morrison @RhonSharpe](#)

A7 1/2 I have taken a few journeys in over 55 years on this planet. In the past 5 yrs it was a life coach who taught me to slow down and I learned that investing in myself was a necessity not a luxury. [#CEDECEquality](#).



[Rhon Sharpe Morrison @RhonSharpe](#)

A7 2/2 Attending a Rachel Hollis conference changed me personally and professionally. Other influences were Brene Brown and Mel Robbins. My mantra became “everything always works out for me”. [#CEDECEquality](#).



[Stephanie Procyk @StephanieProcyk](#)

A7 Who took my career to the next level? I was lucky enough to have [@MichelynnTO](#) as a mentor. A lot of people have amazing ideas on how to change the world, but Michelynn taught me how to build the architecture to implement them. [#CEDECEquality](#)



[Peter Stastny @hermitbird](#)

A7: No lightbulb moment. Just a lifetime of benefiting from working and volunteering with amazing people. Ridiculous and harmful that society puts artificial barriers in their ways. [#CEDECEquality](#)



[Rebecca Ryan, APF @ngcrebecca](#)

A7 This might sound weird but one day I recognized that there was no “me” - I was part of everything. That re-oriented everything towards being of service. My guiding question now is, “What’s trying to happen and how can I be useful?” [#CEDECEquality](#)

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That doesn't sound weird - that sounds RIGHT! What a great perspective to build your goals and life around. [#CEDECEquality](#)



[Michèle Thibeau @MicheleThibeau](#)

A7 So many people have inspired me and continue to do so! A bunch of them are on this chat! Being seen and saying yes to opportunities for personal & professional growth helped push me to the next level.



[Charlotte Habegger, Connector/Connectrice @firstwoman2mars](#)

Replying to [@MicheleThibeau](#) Same for me, as you have inspired me and moved me in many ways, as well as introduced me to amazing people that have changed my way of thinking, being and doing! [#CEDECEquality](#)



[Michèle Thibeau @MicheleThibeau](#)

A7 Kudos to women of Shannon, QC, on St. Patrick's Day: Pauline McCarthy, Kerry Ann King et al! They built community resources to ensure local Irish culture & heritage thrive, add \$\$ to local economy: Shannon Irish Show, historical society & municipal library. [#CEDECEquality](#)



[Catarina Silva @CatarinaSilva59](#)

A7: My parents were my inspiration for most of my life. They were the most resilient and hard-working people I have ever known. More recently, friends, colleagues and other like-minded women have been inspirational. [#CEDECEquality](#) [#empoweredwomen](#) [#WomeninBusiness](#) [#IWD2022](#)



[Kirsten Hathaway @kirstenhathaway](#)

A7: My earliest lightbulb was sitting in Mrs. Taylor's class (grade 3) learning about Apartheid. It was absolutely inconceivable to me. From there it was Nelson Mandela. Later, I was saddened and shocked to learn about Canada's residential school system. [#CEDECEquality](#)

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Q8: Each of our experiences are unique, but we can often find similar threads in someone else's story. What lesson(s) can you share from a past experience that could offer another woman a better understanding of how to navigate an unequal environment? [#CEDECequality](#)



[marielle feenstra @energyfeminist](#)

A8: your voice is worth to be heard, so share it with confidence and a smile ;-) [#CEDECequality](#)



[Diane McKenzie @herfarmstory](#)

Suggesting on [#agtwitter](#) that we should all be innovative feminists [#BreakTheBias](#) [#idw2022](#)
[#CEDECequality](#) [#economicinnovation](#)



[Rhon Sharpe Morrison @RhonSharpe](#)

A8 I had to learn to “speak up” and use more assertive terms instead of “maybe, it could work” say "I believe this will work because..." I learned to bring solutions to the table not just problems. [#CEDECequality](#)

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[CEDEC @CEDEC_QC](#)

Great advice Rhonda. Doesn't diminish you or the situation at hand, but certainly adds to it! [#CEDECequality](#)



[Rebecca Ryan, APF @ngcrebecca](#)

A8 "Speak the truth, even if your voice shakes." [#CEDECEquality](#)



[Sarine @Sarinek1990](#)

Paul Stafford: "There's No Protocol For Women Attending." Katherine Johnson: "There's No Protocol For A Man Circling The Earth Either, Sir." - Hidden Figures [@MicheleThibeau #CEDECEquality](#)



[Stephanie Procyk @StephanieProcyk](#)

A8 Use [#shinetheory](#) and apply it like Obama's staffers did to repeat and amplify what other women and those who are Black, Indigenous, racialized, immigrants, LGBTQ2S+, and those with disabilities—say in meetings [#CEDECEquality site.theboardlist.com/blog-archives/...](#)

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I LOVE the Shine Theory! Big proponent. Thanks for pointing us to this resource, Stephanie. [#CEDECEquality](#)



[Rebecca Ryan, APF @ngcrebecca](#)

Reminds me of the book Essentialism: You can do ANYTHING but you can't do EVERYTHING. Tradeoffs are necessary. [#CEDECEquality](#)



[Michèle Thibeau @MicheleThibeau](#)

A8 Don't be shy to politely disagree. It is so important to have a diversity of opinions on a given subject. People might be surprised. And that's okay. [#CEDECEquality](#)

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Q9: What is your top tip to help women identify their potential and leverage it to generate equitable, sustainable economic action? [#CEDECEquality](#) [#GenderEquity](#) [#BreakTheBias](#) [#womenleaders](#)



[marielle feenstra @energyfeminist](#)

A9: You are never too old to learn something new, to swing your career in another direction, to start something new. Just dare to jump, we will catch you if you fall ;-) [#womensupportingwomen](#)
[#CEDECEquality](#)



[Rebecca Ryan, APF @ngcrebecca](#)

A9 When you get truly quiet, what does your inner knower say? And are you brave enough to listen?
[#CEDECEquality](#)



[Stephanie Procyk @StephanieProcyk](#)

Q9 Top tip to help women leverage their potential to generate equitable action? A9 Step into your power and learn how to interrupt – your ideas matter thecut.com/2015/06/madele... [#CEDECEquality](#)



[Charlotte Habegger, Connector/Connectrice @firstwoman2mars](#)

A9 Do not tolerate abuse, if you see it or experience it, take action! This does not mean you need to confront it directly. This may mean calling out on others to speak up or it may be accepting that you are the best person to do so! [#CEDECequality](#)

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Q10: As a man, what are some ways you can inspire women and support equality in the political/business/community/volunteer/boardroom environment? [#CEDECequality](#)



[Peter Stastny @hermitbird](#)

A10: Call out inequality, demonstrate how it is harming the individuals, the community, the organization and society. Provide solutions to eliminate the inequality. [#CEDECequality](#)

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So, so true. Should be obvious...but it's not and so, we still have lots of work to do. [#CEDECequality](#)

[Peter Stastny @hermitbird](#)

Replying to [@ngcrebecca @CEDEC_QC](#)

The beautiful irony is that everyone benefits so much when those wrongs are righted.

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Any final thoughts before we wrap today's [#CEDECequality](#) [#IWD2022](#) chat?



[NCFDC @NrthmbrlndCFDC](#)

Let's continue on the path of full social and economic participation in building a vibrant economy and the industries of the future. [#CEDECequality](#) [#IWD2022](#)

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Wow!! You all ROCKED this [#CEDECequality](#) conversation! Thank you so much for adding your voice to this important conversation today. <3

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Thanks so much for joining our special [#CEDECequality](#) chat today. We look forward to working with you to build better economies for better lives through collaborative, integrative action for a sustainable, equal tomorrow. [#collaborativeeconomicdevelopment](#) [#CEDECPPCS](#)



[Michèle Thibeau @MicheleThibeau](#)

Thanks for an engaging conversation! Looking forward to digging back through the nuggets in this one over the next while [#CEDECequality](#)