



LEARN ABOUT THE 50 – 30 CHALLENGE: YOUR DIVERSITY ADVANTAGE

WHAT IS THE 50 – 30 CHALLENGE?

The [50 – 30 Challenge](#) is a Government of Canada initiative in collaboration with Canadian businesses and diversity organizations which encourages organizations to increase the representation and inclusion of members of equity-deserving groups in leadership and on boards within their workplaces by aspiring to the following:

1. **Gender parity (50%** women and/or non-binary people); and
2. **Significant representation (30%)** of other equity-deserving groups, including Indigenous Peoples (First Nations, Inuit and Métis), persons with disabilities, members of racialized groups, and members of 2SLGBTQ+ communities.

HOW CAN YOUR ORGANIZATION GAIN THE DIVERSITY ADVANTAGE?

- Does your organization aspire to be a leader in its sector?
- Does your organization desire innovativeness?
- Does your organization want to improve its reputation as an employer of choice?

If the answer to these questions is yes, one of the keys to being innovative and a leader in your sector which attracts the best talent is hiring and leveraging diverse people starting from executive officers and board directors.

Canada's greatest asset is its human capital. Yet, the reality is that some talent from historically marginalized groups is under-represented in positions of leadership and influence. Research shows that organizations that embrace diversity and inclusion on their boards and in management outperform their peers in similar sectors. They also are:

- **2x** as likely to meet or exceed financial targets
- **8x** more likely to achieve better business outcomes
- Overall, more likely to have better performance rates due to a broader range of perspectives and talents

If your organization has not done so, pledge to the 50-30 Challenge today! More than 2,000 organizations across Canada have already committed to the 50 – 30 Challenge. Learn more and sign up for [the 50 – 30 Challenge](#)!

“In Canada, diversity is one of our greatest strengths – diversity of ideas, of perspectives, and of lived experiences. The successes of having truly diverse companies and organizations makes good business sense and are crucial components of innovation...”

– The Honourable Bardish Chagger, Minister of Diversity and Inclusion and Youth

If your organization has already made the pledge, connect with CIGan's EDI KMDC at Sheridan College at edikmdc@sheridancollege.ca

HOW WILL YOUR ORGANIZATION BE SUPPORTED ON YOUR 50 – 30 CHALLENGE JOURNEY?

- Free advising to start, scale up and/or sustain EDI planning in your organization.
- Tools and resources to advance EDI maturity.
- Dynamic and hands-on learning opportunities (virtual or in-person).

CHECK OUT SOME 50 – 30 RESOURCES

- [What Works Toolkit](#): A scalable online resource with leading practices and action steps designed to support Canadian organizations at any level of EDI maturity
- [50 – 30 Challenge's website](#) to access the growing collection of EDI resources and keep you in the know!
- CIGan's [Knowledge Mobilization & Dissemination Centre](#) at Sheridan College

Sheridan College is a proud host of CIGan's national English-speaking Equity, Diversity and Inclusion (EDI) Knowledge Mobilization and Dissemination Centre (KMDC).

The KMDC at Sheridan creates tools and resources to supplement the What Works Toolkit; provides mentorship, coaching and training to EDI advisors at regional hubs located at 4 colleges and; offer EDI consultation and learning opportunities to organizations in Halton and Peel regions.

We invite pledged local organizations to take advantage of the complimentary offerings above to enhance their equity, diversity and inclusion (EDI) capacity.

Funding for this project is slated to end on March 31, 2024. **There is no cost** to participate in this federally funded project. Sheridan boasts a passionate and professional team of EDI practitioners and academics who are excited to work with your organization on its EDI goals!

Connect with us to learn more:

905-845-9430, ext. 33010

edikmdc@sheridancollege.ca

<https://www.sheridancollege.ca/kmdc>

Don't forget to follow us on:



[@cican5030](#)

Eventbrite CIGan's [National EDI Knowledge Mobilization Centre](#)

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