



 **co-operators**

Reconciliation Strategy

September 2023 to December 2026
The Co-operators Group Limited

About this report

Our reconciliation strategy is an important addition to Co-operators broader Inclusion, Diversity, Equity and Accessibility (IDEA) strategy. It has been developed in collaboration with partners from within the company, as well as with consulting members of Indigenous communities.

Our reconciliation efforts are strongly aligned to our corporate strategy, co-operative values and principles and the United Nations Sustainable Development goals. This strategy outlines how Co-operators is taking steps towards Reconciliation and building collaborative relationships with Indigenous communities.

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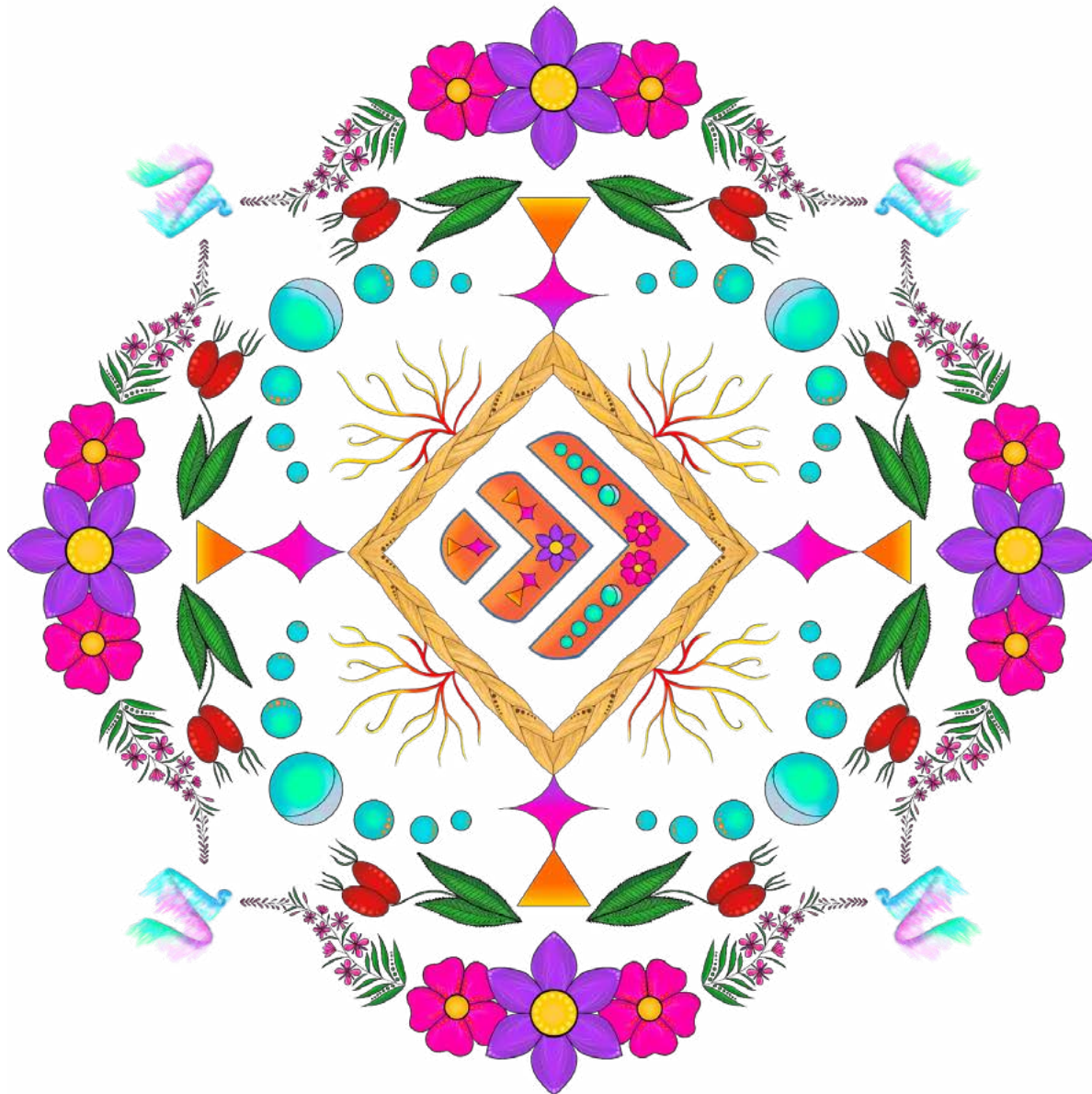
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Recognizing ongoing Truth and Reconciliation

We believe that Truth and Reconciliation is an ongoing effort. As a part of our commitment to year-round reconciliation, we seek opportunities to work with Indigenous communities to ensure a future of connection and meaningful collaboration.

Recently, we put out a call for Indigenous artists to collaborate with us on artwork that would be used for this year's National Day for Truth and Reconciliation on September 30. This artwork will become an integrated part of our reconciliation strategy and serve as a visual illustration of our commitment as an organization to reconciliation. Our intention behind this partnership is to provide a platform for Indigenous storytelling and artistry that would encompass our core values of community and sustainability.

After careful consideration, we selected Mackenzie Brown, a Cree artist from Sturgeon Lake Cree Nation in Northern Alberta, to work on this meaningful project. Mackenzie brought to life our intention to recognize the rich history of Indigenous communities and culture, while acknowledging the tragic impact of the residential school system. The artwork Mackenzie created is entrenched in natural elements and the four directions represent areas of interconnection that have significance to Indigenous communities. With guiding pillars of growth, community, reconciliation and the journey onward, Mackenzie weaved together a meaningful story that exemplifies our commitment to ongoing Truth and Reconciliation.



About the artist

Mackenzie Brown is a First Nations Cree woman from the Sturgeon Lake Cree Nation, currently residing in Otokwanihk, Calgary. She is a performer, drummer, storyteller, tourism entrepreneur, philanthropist and advocate. Mackenzie and her mom perform as “Warrior Women.” They drum and teach around Alberta and globally for the annual Jasper Dark Skies Festival, International Media Marketplace in New York City, Abidjan Africa for MASA and more. Along with drumming, Mackenzie is an avid acrylic and mural artist and a traditional First Nations crafts artisan. Her art has been featured in many galleries across Alberta. She has featured murals for the City of Calgary BUMP festival, in Jasper, Edmonton and sold to people travelling worldwide at Jasper Park Lodge.

She recently received the 2019 Esquao Award for Children’s Future, 2019 Indigenous Woman of the Year from the Alberta Assembly of First Nations and Top 30 under 30 from Alberta Council for Global Co-operation 2020 and MacEwan University’s Distinguished Alumni Award 2022. Mackenzie was also recently highlighted as the only Indigenous and Albertan artist on the reality TV show Landscape Artist of the Year Canada, where she placed in the top finalists.

“This artwork represents community, reciprocity and coming together for a brighter future for the next seven generations. Visual art is a reminder to us of the importance of the work we are collectively doing to further reconciliation.”

Mackenzie Brown, Indigenous Artist

Acknowledging Truth and Reconciliation

Land Acknowledgement

Our organization was founded in 1945 in Regina, Saskatchewan, on Treaty 4 territory, the traditional land of the of the Cree, Saulteaux, Dakota, Lakota, Nakoda and the homeland of the Métis.

Today, our co-operative exists in communities from coast to coast to coast. We recognize that the many places where we live and work are home to past, present and future First Nations, Inuit and Métis Peoples.

The Co-operators Group Limited acknowledges that our corporate headquarters in Guelph, Ontario, sit on the Between the Lakes Treaty (No. 3) territory, the traditional land of the Mississaugas of the Credit First Nations and the ancestral homelands of the Anishinaabe, Haudenosaunee and Attawandaron Peoples.

We acknowledge that Indigenous Peoples are stewards of this land and that our work is carried out across the traditional territories of the First Nations, Inuit and Métis Peoples. This grounds our journey toward a path of truth and reconciliation with our Indigenous neighbours, clients, members, employees and partners.

We're committed to:



Aligning our vision of being a catalyst for a resilient and sustainable society and our values of responsibility, integrity and inclusion to the Truth and Reconciliation Commission's Call to Action #92 – Business and Reconciliation.



Co-creating and implementing a reconciliation strategy that honours our purpose of financial security for Canadians and our communities.

Reconciliation reflections

John Harvie

Chairperson, Board of Directors,
The Co-operators Group Limited

Supporting social wellness is at the heart of what co-operative organizations stand for. As a co-op with a wide-ranging membership across the country, we've seen first-hand how diversity can balance and strengthen perspectives. Only when we understand and embrace our differences can we fully leverage our potential. I believe that our dedication to responsibility, integrity and inclusion – our organization's guiding values – puts us in a unique perspective to demonstrate and collaborate as an ally with First Nations, Inuit and Métis Peoples.

Our reconciliation strategy establishes our co-op values in action. By recognizing Indigenous Peoples as stewards of the lands on which we live and work, and by engaging Indigenous communities as partners, we can begin what will be a lengthy, but essential, journey – one that is shared among all Canadian businesses and communities. This journey won't be easy. But true progress comes from overcoming challenges. Striving to achieve inclusivity for Indigenous communities requires our most diligent and sustained efforts.

I'm proud of our board's commitment to align our business practices with the Truth and Reconciliation Commission's Call to Action #92,¹ and of the meaningful steps we're taking to bridge divides and make collaborative contributions toward healing.

¹[Truth and Reconciliation Call #92](#)



Rob Wesseling

President and Chief Executive Officer,
The Co-operators Group Limited

The launch of our reconciliation strategy marks a pivotal moment for our organization. It signifies our commitment to the Truth and Reconciliation Commission's Call to Action #92 and our journey toward a future of increased unity and respect. It serves as a declaration and a guide for our actions – not only for today, but for the years ahead. I'm confident that the initiatives outlined in this plan can make a real difference – initiatives such as embedding Indigenous perspectives into our business decisions, investing to support economic reconciliation and innovating products to meet the unmet needs of Indigenous communities. Of course, we know we can always do more. As we embark on this path, we will continue to learn, listen and refine our approach.

At Co-operators, inclusion, diversity, equity and accessibility are ingrained in our values and paramount to our success. This focus empowers our staff with the resources they need to make significant contributions toward a better workplace. Through candid conversations, we can increase our understanding, examine our processes and establish an environment where everybody feels valued.

Together, we're demonstrating that a commitment to reconciliation isn't just a gesture. It's a fundamental part of creating a brighter, more inclusive future for our company and the communities in which we live and work.



Laura Mably

Chief Human Resources Officer,
The Co-operators Group Limited

At its core, reconciliation is about respect and repair—for both society at large and the countless work environments that exist within. As an important pillar of our wider Inclusion, Diversity, Equity and Accessibility (IDEA) strategy, this document provides a framework for incorporating Indigenous ways into our work environment. It's a commitment to support and unite our workforce and partners through awareness, education and action—so we can all thrive together.

I'm extremely proud of the progress we've already made as an organization and how employees have embraced the need for change. In the time leading up to the launch of the reconciliation strategy, we've been on a journey of cultural learning. With a focus on listening to and learning from Indigenous leaders, our staff will gain the tools and resources they need to be stronger allies, identify unconscious biases and facilitate positive change—at work and in their communities. My appreciation goes to all partners, inside and outside our organization, for their contributions and dedication to our reconciliation strategy.

This plan is an important step in our journey to build a more inclusive and diverse workplace. For our employees and our communities. And for generations to come.



Our journey to co-creation

Our vision is to integrate reconciliation into all aspects of our co-operative. To make this possible we prioritized co-creation with relevant and knowledgeable voices in four main ways.

- **Engaged partners:**
We engaged key partners from inside and outside of the organization to help us lay strategic foundations, establish key relationships and move reconciliation forward for Co-operators.
- **Reconciliation consultant:**
[We hired an external Reconciliation Strategy Consultant, Tanya Tourangeau, to help guide and inform the development of our reconciliation strategy.](#)
- **Dedicated working group:**
We formed a diverse working group with Indigenous and non-Indigenous employees from across the organization to help shape the foundations and actions of our strategy.
- **Learning and employee engagement:**
We held a series of interactive opportunities for employees to learn and engage in the co-creation process and share their feedback on our approach. Employees, partners and clients contributed their ideas and feedback through respectful dialogue, education sessions and strategy development surveys. Approximately 1,300 employees participated in this process.

We have developed this strategy to reflect our current state and guide our actions over the next three years. However, we recognize this as an organic process requiring an ongoing commitment to learning, exploration and decolonization. This document serves as our commitment to reconciliation today, and to our ongoing commitment to action and progress. As our relationships evolve and strengthen, so will our plans and progress.



Our development process was founded on the following key resources and reference points:

- [Truth and Reconciliation Commission Report](#)
- [United Nations Declaration on the Rights of Indigenous Peoples \(UNDRIP\)](#)
- [Seven Generation Thinking²](#)
- [United Nations Sustainable Development Goals](#)
- [Global Diversity, Equity, Inclusion Benchmarks](#)

²[Oren Lyons: Looking Toward the Seventh Generation | NNI Database \(arizona.edu\)](#)



Our foundations for reconciliation

Our pursuit toward Truth and Reconciliation is aligned to who we are and why we exist.

Co-operative principles and Indigenous ways of knowing, being and doing

Through discussions, engagement and research, we've learned that our co-operative principles position us in a complementary way to Indigenous ways of knowing.

[The Indigenizing the Co-operative Model report shows how the seven international co-operative principles](#) intersect with Indigenous ways of knowing, being and doing.³ These principles emphasize the importance of collaboration and co-operation among members. They are rooted in our values, our business model and our collective vision for success. By recognizing and respecting the symmetry between the co-operative principles and Indigenous ways of knowing, being and doing, we can foster stronger relationships and create greater opportunities for collaboration.

Our alignment

Co-operative principles

Indigenous ways of knowing, being and doing

Voluntary and open membership

Members stand as the central pillar of a co-operative.

Many Indigenous cultures value inclusivity and emphasize the importance of belonging and contributing to the collective well-being of the community.

Democratic member control

A co-operative's democratic structure creates a fair method of decision-making by valuing each member's voice and vote.

Indigenous governance often includes traditional forms of decision-making that prioritize consensus and participation from all members.

Member economic participation

Members contribute equitably to the co-operative economy and decide how surplus capital is allocated.

Indigenous Peoples traditionally participate in economic activities that align with their culture and values, with priority towards social impact.

Autonomy and independence

Co-operatives function independently with members controlling governance.

Indigenous Peoples have the right to self-determination that includes their Indigenous laws and forms of governance.

Education, training and information

Co-operatives promote continuous learning and sharing of information among members and with the community, believing that communities are better if they work together.

Sharing knowledge and developing relationships are important Indigenous values that are foundational to building community.

Co-operation among co-operatives

Co-operatives promote collaboration and support among different co-ops to build harmonious networks for mutual gain.

Indigenous Peoples believe that reciprocity and co-operation are key to living in harmony with Mother Earth.

Concern for community

Co-operatives that work collaboratively towards sustainability can improve resilience globally.

Indigenous Peoples emphasize the interconnectedness of all things and the importance of seven generation thinking.

³[Indigenizing the Co-op Model Report – OCT2020.pdf \(policyalternatives.ca\)](#)

Guiding principles



Strengthen and build relationships with Indigenous neighbours, clients, members, employees and partners by:

- Proactively engaging in efforts to strengthen and build relationships with First Nation, Inuit and Métis Peoples. Reconciliation is acknowledging that Co-operators walks a shared path with Indigenous Peoples and, by collaborating and partnering, we can build a better future of prosperity together.



Lean into win-win opportunities that provide mutual gain by:

- Partnering with Indigenous Peoples, groups and communities to identify win-win opportunities that have benefits for everyone involved.
- Contributing to Indigenous economic and social development with collaborative partnerships that support community needs, through our Social Impact Framework.



Commit to the unlearning and learning needed for reconciliation by:

- Fostering a safe workplace that promotes unlearning false beliefs and provides opportunities to learn about true Indigenous ways of knowing, being and doing – to counter years of misinformation about Indigenous history.



Strive to be a friend to Indigenous Peoples by:

- Promoting reconciliation and acting as advocates for Indigenous rights and sovereignty.



Protect and prioritize Mother Earth, and advance sustainability and community resilience by:

- Connecting our enterprise and sustainability goals with our commitment to advance reconciliation for the betterment of the environment. By collaborating and partnering, we can build a better future of prosperity together.

Highlights of our progress

It is early in our journey toward reconciliation and we have begun with the following actions:

Engaging in employee education

We've spent the last year educating ourselves, through an impactful approach to learning and unlearning, including the engagement of Elders, a Chief and many Indigenous professionals and knowledge keepers from across Turtle Island.

Building our Indigenous Youth Employability initiative

We've committed \$1 million toward an initiative focused on developing partnerships and programming to inspire and support the employability of Indigenous youth.

Growing partnerships

Growing our relationship with First Nations University, including scholarships, mentoring and career management opportunities. We currently sponsor scholarships at FNU and at Waterloo University. [We support the Circle Project's Building Cultural Competency \(BCC\) program](#), which is an educational based learning opportunity that engages both Indigenous and non-Indigenous communities to start making connections between Canada's history and reconciliation.

Supporting an Indigenous Employee Resource Group

Creating a safe space for Indigenous employees and non-Indigenous allies to collaborate, share experiences, share ideas and initiate events, activities and experiences accessible to all employees.

Honouring National Day for Truth and Reconciliation (NDTR)

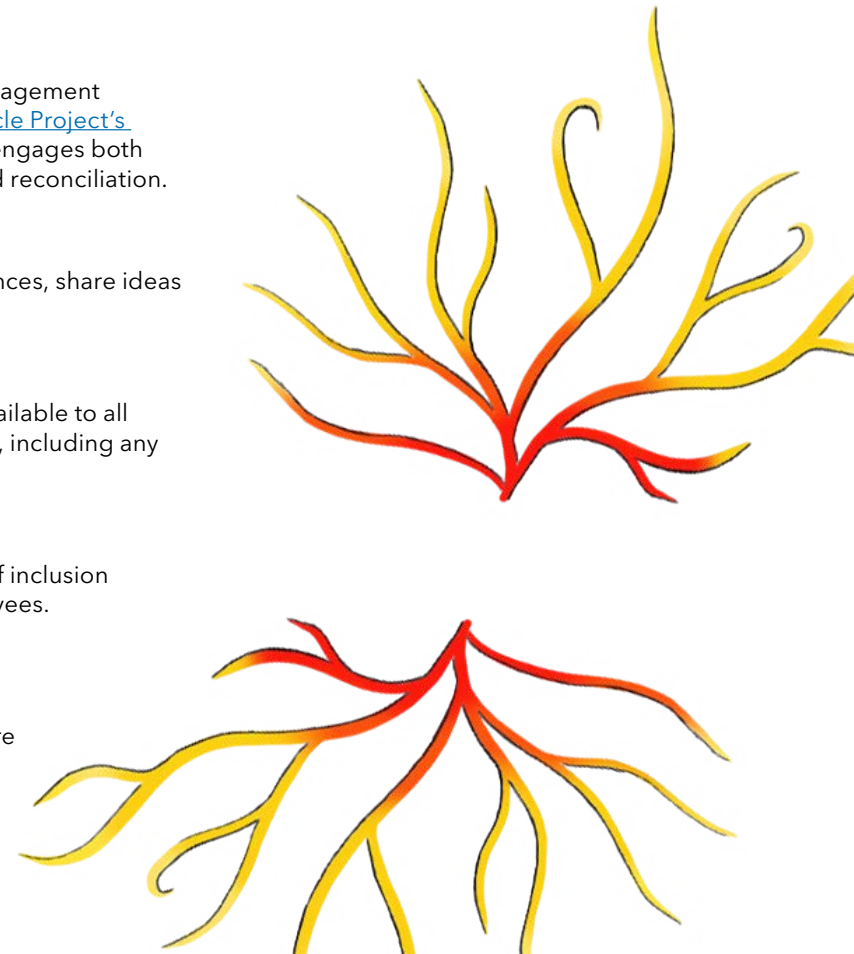
We honour NDTR by dedicating the day to learning and giving back. Each year we host live education available to all employees. We promote the use of volunteer days for employees to support a cause meaningful to them, including any volunteer opportunities that advance truth and reconciliation.

Supporting a positive employee experience for Indigenous Employees

Through our engagement surveys, employees that identify as Indigenous show higher rates of feelings of inclusion than other workplace groups. We are committed to creating a safe and inclusive workplace for all employees.

Being intentional about culture and ceremony

We are thoughtful about the inclusion of Indigenous artwork and land acknowledgements across our corporate offices and within our meetings to honour and respect the lands and Indigenous Peoples where we work and do business.



Actions that demonstrate our commitment

We aspire to have our commitment to Truth and Reconciliation felt through our actions. These pillars will guide our actions to achieve meaningful outcomes for our Indigenous and non-Indigenous partners.

Our action pillars



Our commitment to Truth and Reconciliation guides our actions to achieve meaningful outcomes for our Indigenous and non-Indigenous partners.

Action pillar 1

Respecting Indigenous ways as a business.

Action pillar 2

Embracing Truth and Reconciliation as a Financial Services co-operative and investor.

Action pillar 3

Collaborating, building bridges and fostering friendships with Indigenous communities.



Our guiding principles underpin and ground everything we do.

1. Respecting Indigenous ways as a business

We will align our vision of being a catalyst for a resilient and sustainable society and our values of responsibility, integrity and inclusion with the Truth and Reconciliation Commission's Call to Action #92 – Business and Reconciliation.

Our actions	Completion timeline	Measures of progress	Impacts
Annually assess how our vision and values align to Call to Action #92 and areas where there may be opportunities for improvement.	Ongoing	Annual assessment of progress of the reconciliation strategy.	Strengthened reconciliation efforts and an established foundation of trust and collaboration with Indigenous neighbours, clients, employees and partners.
Execute a detailed plan to action gaps and opportunities for improvement to meet our commitment to Call to Action #92.	Year 2	Respond to Call to Action #92 by 2026.	Increased economic empowerment for Indigenous communities.
Co-create a financial literacy program for Indigenous youth.	Year 3	Successful pilot of program.	Enhanced cultural preservation for Indigenous communities through corporate commitment to reconciliation.

We will co-create and implement reconciliation strategies that honour our purpose of financial security for Canadians and our communities.

Our actions	Completion timeline	Measures of progress	Impacts
Create opportunities for employees to embrace their journey of reconciliation.	Ongoing	Minimum of two internal events hosted.	Increased employee engagement and well-being for all employees fostering innovation and effective teams.
Acknowledge land in respectful and meaningful ways.	Ongoing	Land acknowledgements are incorporated into our offices, websites and business conduct.	Improved relationships with Indigenous communities and persons, and opportunities for collaboration.

We will deliver an internal Indigenous cultural training program that honours the regional cultures that are neighbours to our offices.

Our actions	Completion timeline	Measures of progress	Impacts
Work with Indigenous Employee Resource Group to review and make recommendations for Indigenous cultural training.	Year 1	Recommendations made for Indigenous cultural training.	Increased cultural awareness and understanding among employees impacting engagement, service development and delivery.
Integrate Indigenous cultural training into the IDEA Learning Pathway.	Year 2	40% of employees participate in the Indigenous cultural training.	

We will increase Indigenous inclusion and representation in the workforce by enhancing engagement regionally with Indigenous neighbours, clients, members, employees and partners.

Our actions	Completion timeline	Measures of progress	Impacts
Increase career opportunities for Indigenous talent through intentional partnerships with local Indigenous employment organizations.	Ongoing	Hire a minimum of two new Indigenous graduates a year. Add one new employment partnership in 2024.	Have a workforce that has equitable representation from Indigenous populations and maintains positive relationships with local communities.
Review and update Human Resources processes with an Indigenous lens.	Year 1	Indigenous employees score same as or better than non-Indigenous employees on "feelings of inclusion" in the employee engagement.	
Enhance educational and career opportunities for Indigenous students by providing scholarships and cultivating partnerships with education organizations specializing in Indigenous education.	Year 1	Increased scholarship and mentorship opportunities.	
Create and advance the impact of the Indigenous Employee Resource Group.	Year 1	Indigenous Employee Resource Group established. Annual plan and measurement established and executed.	
Actively support Indigenous internships, mentorship and early-career recruitment initiatives for Indigenous talent.	Year 3	Our representation of Indigenous employees meets Canadian benchmark.	

2. Embracing Truth and Reconciliation as a Financial Services co-operative and investor

We will embed Indigenous-specific considerations into our business decision-making, actions and processes, including underwriting, pricing and policy processes and language, with input and guidance from Indigenous neighbours, clients, members, employees and partners.

Our actions	Completion timeline	Measures of progress	Impacts
Seek to source from suppliers that are making a positive difference to society, including fair trade, co-operative, social enterprise and other social purpose businesses.	Ongoing	Be able to demonstrate increased sourcing across the business.	Culturally appropriate insurance coverage will be accessible for Indigenous populations.
Review/adapt underwriting considerations, policy wording, client interactions and pricing with an Indigenous lens.	Years 1 to 2	Underwriting policies updated through an Indigenous lens.	Indigenous clients, communities and businesses will have access to greater opportunities for financial security, leading to improved economic outcomes.
Engage and consult with Indigenous neighbours, clients, members, employees and partners about their needs and challenges to finding appropriate insurance coverage. Develop products and services reflective of Indigenous clients.	Years 1 to 3	Products and services available.	
Review vendor and procurement practices for inclusivity.	Year 1	Be able to demonstrate how Indigenous lens positively impacted practices.	
Provide employees and advisors with education and resources to engage with Indigenous clients in a culturally appropriate way.	Year 2	Be able to demonstrate increased engagement with Indigenous customers.	
Support Indigenous business growth by creating customized resources and financial guidance to Indigenous entrepreneurs.	Year 3	Launch of customized resources and financial guidance co-created report.	
Provide education to and share knowledge with our members about Indigenous suppliers and opportunities to advance Indigenous procurement.	Year 3	Host two to four sessions per annum advancing Indigenous procurement strategies.	

We will leverage our investments to support Indigenous economic reconciliation.

Our actions	Completion timeline	Measures of progress	Impacts
Research literature on sustainable investing and traditional knowledge to identify gaps in knowledge and areas where Indigenous perspectives are underrepresented.	Year 1	Increased investments supporting Indigenous economic reconciliation.	Greater opportunity for Indigenous business and individuals to participate in decision-making processes and benefit from economic outcomes.
Build relationships with organizations that have expertise in sustainable investing and traditional knowledge.	Year 2	Increased investments supporting Indigenous economic reconciliation.	More equitable and empowered Indigenous economies, fostering positive relationships and long-term partnerships.
Collaborate with Indigenous partners to research, identify and pursue outcomes important to them.	Year 2	Demonstrate two to three positive initiatives that have resulted from collaboration.	
Develop and implement practices that embed an Indigenous lens to sustainable investing and stewardship activities.	Year 3	Increased investments supporting Indigenous economic reconciliation.	

3. Collaborating, building bridges and fostering friendships with Indigenous communities

We will develop innovative and collaborative solutions to unmet economic, environmental and social needs of Indigenous Peoples.

Our actions	Completion timeline	Measures of progress	Impacts
Demonstrate our commitment to reconciliation externally through our website, social media and external communications platforms.	Ongoing	Continued growth of partnerships with Indigenous communities (two to four annually). Intentional and consistent communications at moments that matter demonstrated throughout the year (no less than four times).	Improved representation of and recognition of Indigenous Peoples, Indigenous knowledge and Indigenous perspectives. Improved economic opportunities for Indigenous youth. Improved access to educational and cultural events.
Develop a comprehensive Indigenous Engagement Plan.	Year 1	Establish two new engagements annually.	

Our actions	Completion timeline	Measures of progress	Impacts
Develop, define and implement an Indigenous lens to citizenship activities supported by the Social Impact Framework (social wellness, inclusive economy, environmental resilience, co-operative society).	Year 1	Progress towards UN Sustainable Development Goals made annually.	
Implement an Indigenous Youth Employability Initiative under the Co-operators Community Funds to support cultural safety, personal resilience and employability of Indigenous youth within Co-operators, co-operatives and beyond.	Year 1	Commitment of \$1 million and successful launch of the program.	
Create Indigenous advisory forum.	Year 2	Successful launch and terms of reference co-created.	
Develop a sponsorship plan for Indigenous educational and cultural events.	Year 2	Work with Employee Resource Group to establish moments that matter and budget for year over year sponsorship.	
Collaborate with an Indigenous partner to offer career mentorship opportunities to Indigenous youth.	Year 2	Successful launch of mentorship program with defined participation rates.	
Influence external co-operatives through advocacy, collaboration, education and resource building and sharing to support reconciliation.	Year 3	Collaborate with two co-operatives annually on supporting reconciliation activities.	



Our governance

Our reconciliation strategy is governed like other Inclusion, Diversity, Equity and Accessibility (IDEA) strategies, with representation across the business at the steering, project and employee levels.

Governing together

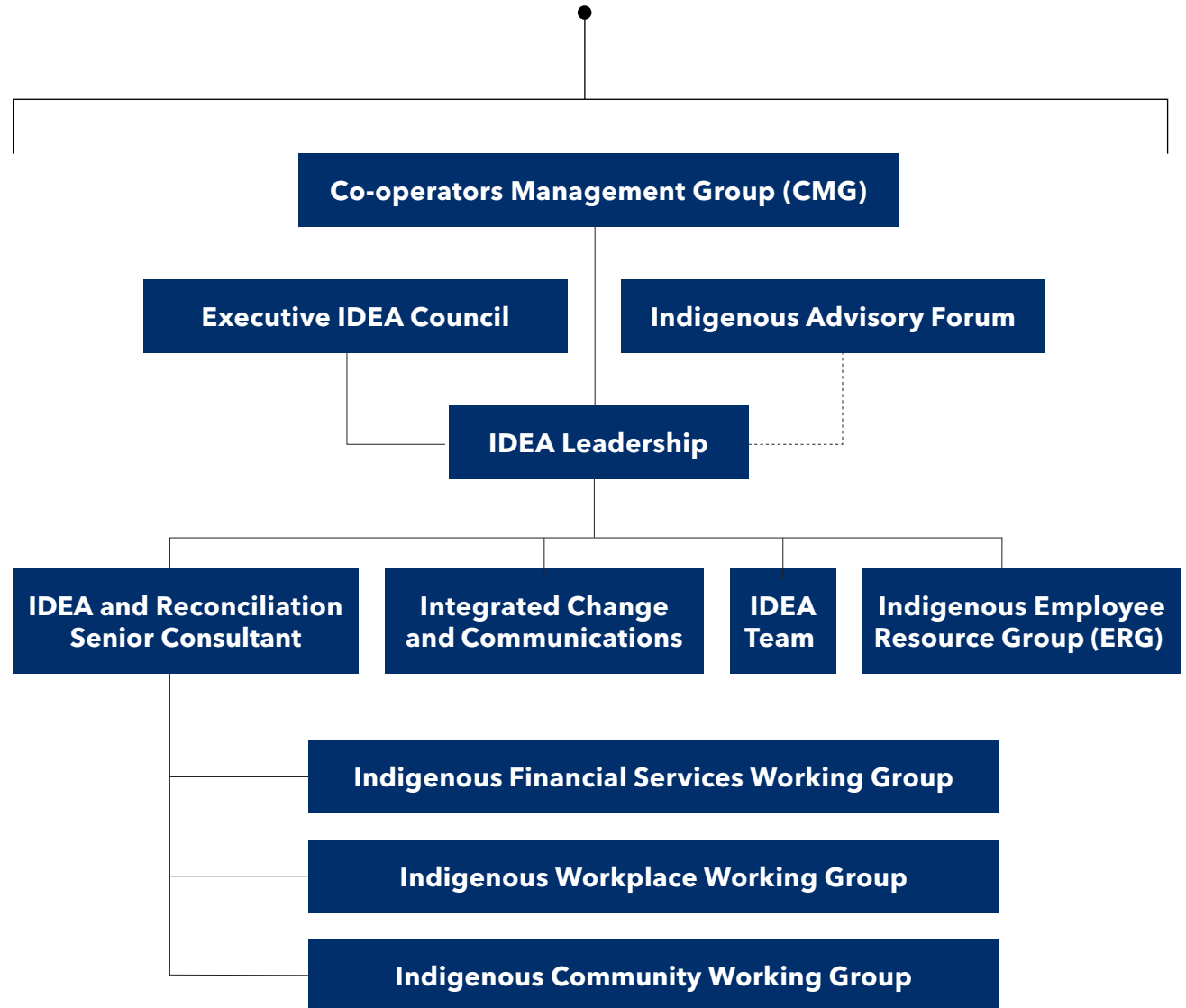
We will seek to establish an Indigenous Advisory Forum of external Indigenous partners to support accountability.

Progress reporting

We will integrate reconciliation strategy progress reporting into the following reporting processes:

- Integrated annual report
- Quarterly IDEA Board report
- Annual IDEA Board report

The Board and its Human Resources Committee oversee the reconciliation strategy governance structure



Appendices

Contributions

We'd like to thank all of the employees and partners that have contributed to the content and review of the first Co-operators Reconciliation Strategy, including our members of our Executive IDEA Council, our Reconciliation Working Group, our Indigenous Employee Resource Group and our IDEA team.

External partners

Chief Tony Alexis – Alexis Nakota Sioux Nation

Nathan Crow – Indigenous Governance and Business Management Student, Indigenous Student/Youth Advocate

Jennifer Hayward – Storyteller

Adrian LaChance – Cultural Resource Helper

Rick Lightning – Elder/Mosom, Maskwacis Cree

Darcy Lindburg – Assistant Professor, University of Victoria

Many Nations Financial Services

Kyle Stanley – Asinî Awâsis, Cultural Liaison

Tanya Tourangeau – Reconciliation Strategy Consultant

Tsi'nass'hkoomaapii/Lance Scout – Indigenous Cultural Consultant, Spiritual Advisor and Facilitator/Instructor

Rebekah Wilson – Reconciliation Specialist

First Nations University (FNU)

Concepts

Indigenous neighbours, clients, members, employees and partners.

Being a friend to Indigenous Peoples

In our view, being a friend to Indigenous Peoples involves actively supporting and prioritizing their rights, culture and well-being. It requires us to take specific actions to show our support and respect.

It starts with educating ourselves about Indigenous Peoples' history, culture and challenges to develop a deeper understanding and appreciation by showing respect for their cultural practices, traditions and beliefs, actively listening to their experiences and perspectives.

We can all foster relationships by building personal connections with Indigenous individuals or communities through meaningful engagement, volunteering and participating in cultural events like Pow Wows and Round Dances.

Win-win

Win-win is a term broadly used in Indigenous communities to talk about mutually beneficial outcomes that respect and address the rights, interests and aspirations of both parties. It is a co-operative approach that emphasizes mutual success and sustainability. It involves creating partnerships and collaboration with Indigenous communities, businesses and organizations based on principles of respect, equality and inclusion.

Striving for win-win outcomes is important for reconciliation because it fosters mutual understanding, provides meaningful opportunities for collaboration, builds trust through common goals, supports developing sustainable solutions and creates an environment for positive social change.⁴

Indigenous lens

Indigenous lens refers to the perspective or framework through which Indigenous knowledge, values and rights are applied in analyzing and evaluating business practices, including community investments and partnerships. Applying an Indigenous lens to review business practices entails considering the impacts of these practices on Indigenous Peoples, their lands, resources and traditional ways of life with the aim of fostering stronger relationships and mutual respect with Indigenous neighbours, clients, members, employees and partners. It also includes considering potential to support and partner with Indigenous organizations under our Social Impact Framework to amplify our impact in Indigenous communities nationally. It requires acknowledging and addressing colonial legacies, systemic inequities and social, economic and environmental injustices faced by Indigenous communities.

⁴tanyat.co/services

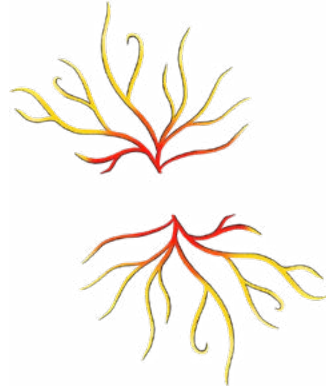


Reconciliation through visual art

The elements of Mackenzie Brown's artwork have been thoughtfully designed and inspired by her Indigenous experience and vision for a brighter future for the next seven generations.

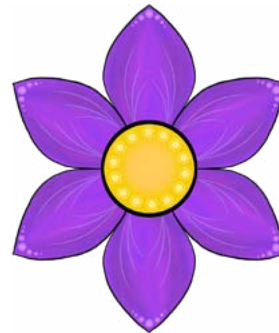
Elements of our artwork:

Growth



The roots

They are shown in vibrant fire colors to symbolize the life-giving and transformative power of fire in Indigenous cultures. They embody the foundational and essential work being done by Co-operators beneath the surface, growing towards embedding reconciliation throughout our co-operative.



Crocus flower

This flower represents the East and signifies new beginnings and growth of springtime. Growing from coast, to coast, to coast, it reflects the unity and harmony needed between Indigenous and non-Indigenous Peoples.

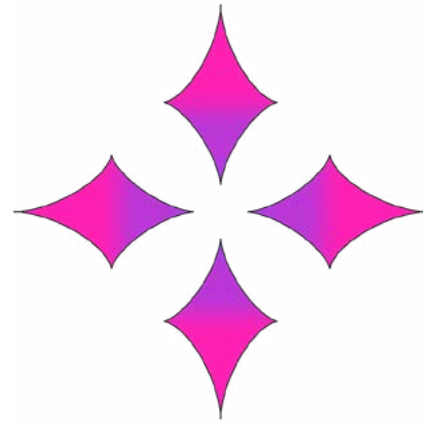


Fireweed

It represents resilience and new beginnings. It emerges after fires, nourishing the soil and fostering growth for future generations of plants. It symbolizes the interconnectedness of life and the continuous cycle of renewal, reminding us of the importance of adapting to change and nurturing community resilience—connecting to Co-operators enterprise and sustainability goals with our commitment to advance reconciliation for the betterment of the environment.

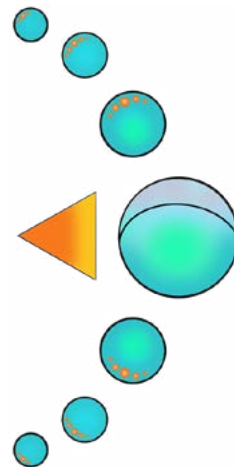
Elements of our artwork:

Reconciliation



The star world

It signifies the rich stories of creation and the spiritual connectedness with Indigenous Peoples. It serves as a reminder of the guiding presence of our ancestors and their wisdom, igniting our shared path towards a united and harmonious future.



Orange triangles and dots

They represent the Indigenous children who have been lost by the devastating impacts of the residential school system. The arrows point forward signifying the children who are now making their way to the star world. It reflects the need to address historical injustices with actions that can have sustainable impacts.

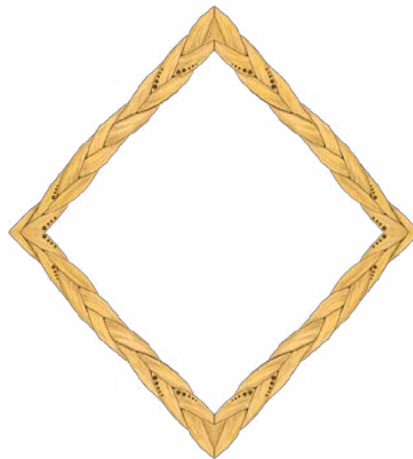
Elements of our artwork:

Journey onward



Northern lights

It serves as a powerful symbol of Indigenous ancestors in the star world, serving as a reminder of their origins and the journey that lies ahead.

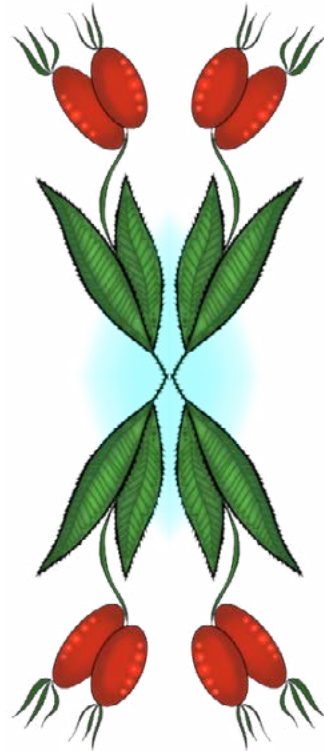


Sweet grass

It is an important medicine to Indigenous cultures across Turtle Island. It represents positivity for body, mind and spirit when braided together. It also has seven generational teachings within the sections of the braid: within each section there are seven blades of sweet grass, the first represents the seven generations who come before us, the second section represents the seven sacred teachings, and the last section represents seven generations to come. Sweet grass is a medicine that reminds us of the importance of thinking seven generations ahead and to approach things with positivity.

Elements of our artwork:

Community



Rose hips

It is a source of Vitamin C, served as a bridge between Indigenous and non-Indigenous cultures when Indigenous healers shared their knowledge with Europeans who suffered from deficient related illnesses. These wild roses represent the coming together of diverse cultures, illustrating the power of traditional medicine to heal and unite communities.

“To create the art was a true pleasure. I hold a lot of responsibility and pride when creating visual art that represents my Indigenous communities, and our collective stories. Nohkompan (my grandmother) went to a residential school and did not survive her journey. There was a time when our people were not allowed to celebrate our beautiful creativity, and we were deprived of the vibrant colours of our culture. To bring those colours, and stories back to life through the creation of this logo meant the world to me as a young Indigenous creator.”

Mackenzie Brown, Indigenous Artist



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