

THE FUTURE OF CANADA'S ECONOMY IS INDIGENOUS

2021 Opportunities

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LETTER FROM THE PRESIDENT AND CEO

Tabatha Bull, President and CEO
Canadian Council for Aboriginal Business

There has never been a better time to invest in CCAB and contribute to our shared path toward economic reconciliation. As an organization committed to Indigenous business growth, inclusion, and prosperity, we understand the challenges Indigenous businesses face and we are advocates for change.

The past year has emphasized the importance of organizations to not only be the connection, but to be the voice for Indigenous business needs. COVID-19 has shed an even brighter light on inadequate programs and insufficient remedies. In answer we have aligned our events and programs with assistive tools and information to help Indigenous businesses rebuild and recover from the effects of the coronavirus pandemic.

Events and programs may be different during the pandemic but our CCAB team has adapted how we deliver truly remarkable events to our members and beyond. In fact, last fall we produced a unique hybrid, the Business Recovery Forum, allowing over 600 attendees and participants to experience live studio entertainment and digital panel discussions through an interactive virtual platform. This

visually engaging event platform provided sponsors with unique branding opportunities and marketing benefits that reached a diverse group of attendees from Canada and around the globe.

We are proud to have shared this concept with our members as it has proven to be an exceptional experience and effective means to connect businesses, sponsors, and other participants in a new and meaningful way.

Sponsorship of CCAB's 2021 events and some of our new programs provide an opportunity to support the unique considerations of Indigenous business. Our new public policy initiatives consider the distinctiveness of Indigenous business and the holistic approach that strengthens community support, local job creation, and socio-cultural development. To that end, we are involved with several national and international export/trade sessions and webinars reaching audiences across the globe. Sponsorship of these events and programs can help grow the export opportunities that will increase Indigenous business and in turn help the Canadian economy.

Increasing procurement opportunities for Indigenous business is an important directive for CCAB and its members. Our procurement strategy, Supply Change™ aims to increase contracting opportunities for Indigenous businesses in all levels of government and corporate Canada. New to our programming this year and offered as an exclusive opportunity to our membership, are Supply Change™ Sessions. These are facilitated webinars with specific topics related to Indigenous procurement and targeted to a defined audience. These new webinars give our corporate members a space to collaborate and network with Indigenous businesses over a two-hour period, enabled by CCAB senior staff.

As you read through the 2021 Opportunities package you will see a wide array of membership benefits and opportunities available in every program, service, and event that we offer. For instance, CCAB is the leading research institution on the Indigenous economy; consider fulfilling your supply chain and business development needs or expanding your target audience with our research services. You can also highlight your company's leadership or demonstrate your area of expertise by partnering with TFAB to enhance Indigenous business and entrepreneurship in Canada. Or join our Progressive Aboriginal Relations™ program and build a sustainable internal operating structure that supports the Indigenous business community and helps grow the economy. We also provide an excellent forum for business communication through our magazine, Aboriginal Business Report, and our bi-weekly e-newsletter, offering news, featured articles, and discounted advertising for all CCAB members.

We welcome our members to participate in our programs, events, services, and discussions. Among the many benefits that CCAB members receive, having access to contacts, information, and professional development is an added value. I encourage you to join or renew your CCAB membership – it is an investment in all the work we do and the services we provide. Your support can help us in our business recovery efforts and grow the Indigenous economy for a more successful and inclusive tomorrow.

Miigwetch

About Canadian Council for Aboriginal Business (CCAB)

CCAB is a non-partisan/non-profit organization supported through corporate funding, event sponsorship, and membership dues, with some support from government for research and program development. A national member-based organization, CCAB is governed by a voluntary Board of Directors that are representative of the membership as patrons, Indigenous business members, and senior industry leaders. The staff is a team of dynamic professionals dedicated to economic reconciliation and growing the Indigenous economy for the benefit of all Canadians. CCAB prides itself on organizing unforgettable events, beneficial programs, our well respected research, and supporting our members.

VISION

Aboriginal businesses are fully engaged in shaping the Canadian economy.

MISSION

To promote, strengthen and enhance a prosperous Indigenous economy through the fostering of business relationships, opportunities and awareness for all of our members.

Membership

CCAB is a national, non-partisan, member-based organization. Our membership is comprised of both Indigenous and non-Indigenous companies operating in Canada. The size of these companies ranges between entrepreneurs with less than 20 employees to companies with more than 10,000 employees.

Our members take advantage of a plethora of benefits and opportunities. Join, and help us build relationships toward a prosperous Indigenous economy and a better future for all Canadians.

Events & Awards

We present five national awards every year to the best and brightest individuals and businesses within our network. We celebrate our award recipients at

unforgettable events that bring together Indigenous and non-Indigenous business and community leaders to network, share ideas, and join the wider conversation about the Indigenous economy. CCAB events are an occasion to share practical business experience, explore solutions to today's business challenges, and create new opportunities.

Sponsorship

The benefits and opportunities provided to our sponsors are extensive and impressive as outlined in this package. Sponsoring an award, event, or program enables CCAB to deliver quality content and provide platforms for learning and networking all year round.

Through sponsorship, you are contributing to our shared path toward economic reconciliation.

Progressive Aboriginal Relations™

CCAB is strategically positioned to have an impact on facilitating positive and sustainable relations between the business sector and Indigenous business communities. Progressive Aboriginal Relations™ (PAR) is the only premier certification program of its type in the world. The trademarked program enables and guides organizations to develop positive and sustainable relationships with Indigenous communities and businesses across all facets of their business. PAR evaluates current programs and helps guide the development of new and effective programs.

Tool & Finance for Aboriginal Business

An online portal that connects Indigenous entrepreneurs with practical business tools, expertise, training, and networks. Tools & Finance for Aboriginal Business (TFAB) provides services across six key business functions: Finance, Operations, Human Resources, Legal & Regulatory, Marketing & Communications, and Technology. Members are invited to provide approved tools and documents that can be shared on the TFAB portal for use by Indigenous businesses across Canada.

Research

CCAB Research continuously strives to support Indigenous communities and companies in Canada. Our influential work is used in developing policies and programs for federal and provincial governments and Canadian corporations. Identifying how Indigenous

businesses can access government and corporate supply chains, expand into new markets, and engage in skills development and training for the future of work are just a few ways CCAB research supports the Indigenous economy in Canada. Supporting Indigenous peoples and businesses, CCAB also assists non-Indigenous organizations in fostering meaningful relationships with Indigenous peoples, businesses, and communities.

Supply Change™

Supply Change™, CCAB's Indigenous procurement strategy developed in 2018, aims to increase Indigenous participation in the supply chains of Canadian corporations and governments. We are working on developing both the largest membership in Canada of corporations committed to Indigenous procurement (called CCAB's Aboriginal Procurement Champions) and the largest online directory of Certified Aboriginal Businesses. A new buying and selling network, CCAB's Aboriginal Procurement Marketplace, provides a two-way directory that enhances opportunities that are not readily available through conventional procurement platforms.

Public Policy

CCAB Public Policy uses the best data and research available to ensure that the interests of Indigenous businesses are heard by decision makers from coast-to-coast, and abroad.





MEMBERSHIP

Value and Benefits

Come grow with us!

Canadian Council for Aboriginal Business (CCAB) is a national, non-partisan, member-based organization. Our membership is comprised of both Indigenous and non-Indigenous companies operating in Canada. The size of these companies range between entrepreneurs with less than 20 employees to companies with more than 10,000 employees.

- 1. Learn.** CCAB programs provide skills development, training, mentorship, and networks. Our business events create opportunities to share best practices and fresh ideas.
- 2. Build.** CCAB membership includes certification and assurance programs like the Certified Aboriginal Business (CAB) designation and Progressive Aboriginal Relations™ (PAR) program.
- 3. Network.** At CCAB events, our members can gain access to and build relationships with new customers, decision makers, and a strong network of successful businesses from across Canada.
- 4. Leverage.** CCAB members enjoy discounts on all CCAB events and access to programs, tools and research.

Member Categories

MEMBER CATEGORY	ANNUAL FEE	EMPLOYEE NUMBERS
ABORIGINAL BUSINESS MEMBERS		
ABM (Aboriginal Business Member)	\$350	20 employees or less
ABM+ (Aboriginal Business Member Plus)	\$1,000	21 employees or more, and/or community-owned Aboriginal economic development corporations
NON-ABORIGINAL BUSINESS MEMBERS		
SBEM (Small Business Enterprise Member)	\$1,000	5 employees or less or non-profit organizations/charities
BM (Business Member)	\$2,500	6 employees to 2,499 employees
BM+ (Business Member Plus)	\$5,000	2,500 employees to 4,999 employees
PM (Partner Member)	\$7,500	5,000 employees to 9,999 employees
PM+ (Partner Member Plus)	\$10,000	More than 10,000 employees
CCAB PATRON MEMBERS		
Patron	\$25,000	Unlimited

"I have to say that becoming a member of CCAB has transformed the way Birch Bark Coffee Company does business. The friendly staff have always been responsive to any questions I have had and they have connected me with invaluable resources. They keep Birch Bark Coffee Company informed about Indigenous business across Canada and encourage me to become more dynamic and ultimately more competitive as an Indigenous business in the marketplace. They truly are part of the Birch Bark Team and they are like family. The incredible amount of resources available through CCAB is a must for Indigenous businesses. I look forward to an awesome 2021 and having CCAB share in the success of Birch Bark Coffee Company as we grow together."

– Mark Marsolais-Nahwegahbow, Founder, Birch Bark Coffee Company Inc.

Membership Levels & Benefits

Membership Benefits & Annual Fees	ABM \$350	ABM+ \$1,000	SBEM \$1,000	BM \$2,500	BM+ \$5,000	PM \$7,500	PM+ \$10,000	PATRON* \$25,000
VISIBILITY & RECOGNITION								
Member profile listing on CCAB website	✓	✓	✓	✓	✓	✓	✓	✓
Annual Report listing	✓	✓	✓	✓	✓	✓	✓	✓
Discounted advertising in Aboriginal Business Report	✓	✓	✓	✓	✓	✓	✓	✓
Logo and website posted and promoted in the Aboriginal Business Report's annual CCAB member & Indigenous business directory (both print and digital versions)	✓	✓	✓	✓	✓	✓	✓	✓
Promotion on social media platforms	✓	✓	✓	✓	✓	✓	✓	✓
E-News: 1 comp member profile, news or success story	✓	✓	✓	✓	✓	✓	✓	✓
Prominent logo recognition in CCAB email signatures, annual report, event programs & opportunities package								✓
First opportunity to sponsor CCAB events, programs, and research								✓

* see page 10 for full Patron member benefits.

Membership Levels & Benefits

Membership Benefits & Annual Fees	ABM \$350	ABM+ \$1,000	SBEM \$1,000	BM \$2,500	BM+ \$5,000	PM \$7,500	PM+ \$10,000	PATRON \$25,000
ACCESS TO EXCEPTIONAL PROGRAMS								
Progressive Aboriginal Relations™	✓	✓	✓	✓	✓	✓	✓	✓
Tools and Financing for Aboriginal Business	✓	✓	✓	✓	✓	✓	✓	✓
SPECIAL TICKET RATES FOR CCAB EVENTS								
Business Recovery Forum	✓	✓	✓	✓	✓	A total of 6 comp. tickets	A total of 15 comp. tickets	A total of 40 comp. tickets to CCAB's 3 virtual events
Indigenous Women in Leadership	✓	✓	✓	✓	✓			
Connecting the Circle - A CCAB Awards Celebration	✓	✓	✓	✓	✓			
FREE EVENTS FOR MEMBERS								
Business Skills Development Webinars	✓	✓	✓	✓	✓	✓	✓	✓
RESEARCH								
Participation in CCAB research projects & roundtables	✓	✓	✓	✓	✓	✓	✓	✓

To join CCAB as a Member,
fill out the CCAB Membership Application
<https://members.ccab.com/mpower/membership/app-signin>

Already a member?
Log into the CCAB Members Area
<https://members.ccab.com/>

For any membership related questions, please contact:
memberrelations@ccab.com.

For other membership inquiries, please contact:

Ken Montour
Director, Membership
kmontour@ccab.com

Summer Jones
Senior Coordinator, Membership
sjones@ccab.com


CCAB Patron Members

CCAB Patrons are organizations that have made an additional commitment to support CCAB's mission.

Patron Membership - Annual Fee - \$25,000

EXCLUSIVE BENEFITS INCLUDE:

- A total of 40 complimentary tickets to attend 3 of CCAB's virtual events excludes Forward Summit;
- an opportunity to donate tickets to CAB members (CCAB to promote Patron's contribution in event materials and/or social media);
- virtual tradeshow booth at Business Recovery Forum;
- logo recognition in all CCAB event programs;
- prominent logo recognition in all CCAB staff email signatures;
- prominent logo recognition in the Annual Report;
- prominent logo recognition in CCAB's Opportunities package;
- the benefits enjoyed by all members listed on page 8-9.



"CCAB is a driving force that brings together Indigenous and non-Indigenous peoples, businesses and communities to create a prosperous Indigenous economy, while inspiring generations of Indigenous entrepreneurs. Scotiabank has been proud to partner with CCAB for almost 20 years and we are excited to continue to support CCAB's programming and research, which continually evolves to serve the needs of Indigenous businesses. At Scotiabank we are grateful to be able to collaborate with CCAB to work with many Indigenous communities and businesses to ensure they achieve their respective visions for their members and future generations."

– Jon Davey, National Director, Aboriginal Financial Services, Scotiabank

Thank you CCAB Patron members for your generosity and continued support!



Certified Aboriginal Business (CAB) Members

Our CAB program certifies that Aboriginal businesses are 51% or more owned and controlled by an Aboriginal person(s). All Aboriginal businesses wanting to become certified must complete the membership/CAB application and provide supporting documentation. After a thorough review of this documentation, certification as a CAB member is verified and recognized by CCAB.

CAB Value and Benefits

- Using the designated CAB logo, certified Aboriginal businesses are easily identified by industry, government and other organizations.
- CAB members are identified in the public member profile listing found on CCAB's website.
- CAB member access to procurement opportunities:
- CCAB's Aboriginal Procurement Marketplace is an online buying and selling marketplace. CAB members have access to this two-way directory and procurement contacts at various corporations; and have access to corporate and government tender opportunities posted by our corporate members and CCAB staff on a regular basis.
- With an aim to increase procurement opportunities to Indigenous suppliers, CCAB has partnered with the City of Toronto through their Social Procurement Program, so CAB companies can participate in the invitational bid process and submit a quote for contracts valued between \$3000 and \$100,000.
- Special rates for CAB members to several of CCAB's virtual events are available to CAB members. Refer to the "events & awards" section for details.
- CAB members enjoy several complimentary webinars throughout the year to learn more about strategic sourcing and corporate and government contracting processes.

Register [HERE](#) to Become a Certified Aboriginal Business
Or contact memberrelations@ccab.com if you have any questions!

CERTIFIED
Aboriginal Business

Canadian Council for
Aboriginal Business 

"Being a Member of the CAB program is a huge advantage. It allows you to get in the same room as some of Canada's largest industrials and showcase your company. Without this advantage, Carvel Electric would not be where we are today"

– Jordan Jolicoeur, Carvel Electric



EVENTS AND AWARDS

Events and Awards

Events

Canadian Council for Aboriginal Business prides itself on organizing unforgettable events. The way we gather may be different during the pandemic but our live virtual events have proven remarkable and have given CCAB a reputation for delivering a unique experience and connecting members, sponsors and businesses in new and even better ways.


Always entertaining, our events honour Indigenous business award recipients and provide inspiring keynote speakers, informative panels discussions, interactive networking connections, new opportunities, and an occasion to explore solutions to today's business challenges.

Awards

CCAB presents five national awards every year to the best and brightest individuals and businesses within our network. This year on March 31, 2021, the first two awards are presented at our live virtual event, Connecting the Circle – A CCAB Awards Celebration. The **Lifetime Achievement Award** is given to Indigenous business leaders whose lives and accomplishments reflect their commitments to their communities through business leadership. The **Young Aboriginal Entrepreneur Award** is given to an Indigenous individual who is driving the Indigenous economy through vibrant community enterprises. Then, at our virtual IWIL event on May 13th

the **Indigenous Women in Leadership Award** recognizes champions and role models. On September 22 at the Business Recovery Forum we present the **Aboriginal Economic Development Award** celebrating the many ways that AEDCs generate prosperity for Indigenous communities. As well as the prestigious **Award for Excellence in Aboriginal Relations**.

The following pages detail the events, awards and opportunities available for sponsorship and the many benefits provided.



“The staff at CCAB have worked hard and genuinely to help us expand our business network and horizons. As a direct result of connections made by CCAB we have experienced new opportunities while forming new partnerships and industry clients. They are a great promoter of business, Indigenous and non, working together. If your company wants to actively participate growing Indigenous economy, I recommend you attend their events to maximize the opportunities they facilitate.”

– Melissa & Paul, ORIGIN

Events & Awards

Every year, CCAB highlights the best and brightest individuals and businesses within our network, presenting awards that recognize the central role Indigenous businesses and communities hold within the Canadian business landscape. Award recipients are celebrated throughout the year at a series of virtual events.

Connecting the Circle – A CCAB Awards Celebration – March 31, 2021

The afternoon virtual event promises to provide inspiration, connection, and an opportunity to learn from Indigenous business experts on every path of the entrepreneurial journey. At Connecting the Circle, we celebrate two 2021 award recipients: Aboriginal Business Lifetime Achievement and Young Aboriginal Entrepreneur.

Aboriginal Business
A W A R D



CCAB's Lifetime Achievement award recognizes Indigenous business leaders whose substantial contributions to the economic and social well-being of Indigenous peoples have made a profound impact.

Aboriginal Business
A W A R D



CCAB's Young Aboriginal Entrepreneur Award recognizes the enterprising spirit of Indigenous business leaders under the age of 35. A self-nomination process, the candidate must demonstrate why they are deserving of the award by producing a 30-60 second video about themselves and their business. The recipient of this award receives \$10,000!

Indigenous Women in Leadership (IWIL) – May 13, 2021

Celebrate, honour, and learn from Indigenous women who lead both in business and the community. This event promises an inspiring opportunity to connect and socialize in an interactive virtual setting. The 2021 Indigenous Women in Leadership award is presented at this event.

Aboriginal Business
A W A R D



The IWIL award recognizes successful, accomplished, committed Indigenous women that serves as not only a national recognition but as a platform to the future. A future where Indigenous women take their rightful place at the table among men and women of all cultures. In true celebration of lives well lived from tradition to academia, family to prosperity, they continue to lead the way.

Business Recovery Forum – September 22, 2021

A full-day virtual event for members, businesses, and entrepreneurs to join expert panelists on helpful discussions and opportunities that can rebuild the economy. Sessions offered focus on the four pillars of Progressive Aboriginal Relations™ (PAR): Leadership Actions, Employment, Business Development, and Community Relationships. The event celebrates and honours the 2021 recipients of the award for Excellence in Aboriginal Relations, the Aboriginal Economic Development Corporation award, and PAR certified-level achievements.

Aboriginal Business
A W A R D



The award for Excellence in Aboriginal Relations recognizes a Canadian who has made a substantial impact, through professional and voluntary commitments, to building bridges between Indigenous peoples and Canadian society.

Aboriginal Business
A W A R D



Aboriginal Economic Development Corporations (AEDCs) are valuable conduits between industry, government and Indigenous communities and CCAB acknowledges an outstanding corporation that has demonstrated effective leadership, skills, innovation and sustained efforts worthy of recognition.

Forward Summit – June 1-3, 2021

In 2019, the summit featured an engaging lineup of 100+ speakers, an extensive list of exhibitors, and supported networking opportunities with representation of over 40 communities, 100s of businesses in major industries.

In the spring of 2020, the collaboration between CCAB and Forward Summit that would have provided a professional open environment for Indigenous communities, industry, and organizations was put on a pause as the coronavirus pandemic affected the world.

The year 2021 offers a new hybrid event, a unique opportunity in Calgary both in person and by virtual platform for an extended audience and building in the necessary precautions as we continue to deal with the effects of COVID-19. Follow @Forward_Summit and @CCAB_National for updates.

Forward Summit is the nationally renowned economic Summit that, together in partnership with CCAB, brings together the most forward thinking and progressive minds across Canada to openly discuss real-time challenges and solutions, aimed at growing First Nations, Métis, and Inuit economic opportunities across industries.

The Forward Summit program reflects the voices of both Indigenous and non-Indigenous thought leaders across the country with common goals of making progress through fostering meaningful and lasting relationships to further progress true economic reconciliation.

Join us June 1-3 for Forward Summit and Workforce Forward as we open to delegates across Canada with a broad virtual program to connect our community. In addition, we look forward to welcoming delegates in person, attending Calgary's Grey Eagle Resort on the beautiful Tsuu T'ina Nation, Treaty No.7 (In person delegate passes currently sold out).

For more information and sponsorship opportunities visit ForwardSummit.ca



IN ASSOCIATION WITH



forwardsummit.ca



workforceforward.ca



Connecting the Circle

A CCAB Awards Celebration – March 31, 2021

RECOGNIZING INDIGENOUS ACCOMPLISHMENTS AND THE ENTREPRENEURIAL SPIRIT

Enjoy an afternoon event that honours national award recipients and provides an opportunity to learn from well-known CCAB award laureates and key business experts. This not-to-be-missed live, virtual event pays tribute to the Aboriginal Business Lifetime Achievement award recipient and celebrates the recipient of the Young Aboriginal Entrepreneur award. Join us as we bring

together award recipients from past and present in a live discussion on how to turn today's challenges into successes.

This event promises to provide inspiration, connection, and an opportunity to learn from Indigenous business experts on every path of the entrepreneurial journey.

SPONSORSHIP OPPORTUNITIES

Connecting the Circle – A CCAB Awards Celebration

Sponsorship Level	Award	Lead	Entertainment	Supporting	Contributor
Sponsorship Fee	Negotiated multi-year	\$25,500	\$17,500	\$7,500	\$4,500
Availability	1 sponsor/award	1	1	Unlimited	Unlimited
Pre-Event Recognition and Branding					
Sponsor logo on award webpage	Exclusive				
Sponsor logo on virtual event site	Distinct	Most prominent	•	•	•
Sponsor logo on CCAB event website	Distinct	Most prominent	•	•	•
Sponsor profile on CCAB event website		•			
Sponsor logo on event portal registration page	Distinct	•	•	•	

Connecting the Circle – A CCAB Awards Celebration

Sponsorship Level	Award	Lead	Entertainment	Supporting	Contributor
Sponsor logo placement on all pre-event registration evites	Distinct	Most prominent	•	•	
Profile Recognition on all social media platforms – Twitter, Facebook, Instagram, LinkedIn	•	•	•		
Recognition on all social media platforms – Twitter, Facebook, Instagram, LinkedIn				•	•
Highlighted in sponsor of the week profile		•	•		
Recognition in Aboriginal Business Report Magazine	•	•	•	•	•
Sponsored push notifications and email announcements		•	•		
Attendee tickets	20	25	15	10	4
Virtual Event Recognition					
Opportunity to present award live from broadcast studio, remote video broadcast or a pre-recorded video message	•				
Sponsor logo on award video presentation	•				
Logo featured during award presentation	•				
Sponsor recognition in opening comments from event host	•	•		•	•
Opportunity to address attendees live or with a video message (pre-recorded)		•			
Background branding throughout the event		•	•	•	•
Opportunity to provide a Host or Master of Ceremonies for the event			•		
On-stage sponsor recognition by CCAB president & CEO			•		
Opportunity to provide and participate in sponsor branded prize draws and giveaways	•	•	•	•	•
Post Event					
Event ROI report with analytics and metrics	•	•	•	•	•
Opportunity for a virtual meet and greet between award recipient and award sponsor	•				



Indigenous Women in Leadership (IWIL)

Event & Award – May 13, 2021

The IWIL event celebrates successful Indigenous women leaders and mentors - role models that empower and inspire others. This event is a unique opportunity to connect and socialize in an interactive virtual setting. The IWIL award is presented to an annual recipient at this event – a national award that serves as a platform to the future. Join us to celebrate, honour, and learn from Indigenous women who lead both in business and the community.

SPONSORSHIP OPPORTUNITIES

Indigenous Women in Leadership (IWIL) Event & Award

Sponsorship Level	Award	Lead	Entertainment	Cocktail/ Networking Reception	Supporting	Contributor
Sponsorship Fee	Negotiated multi-year	\$25,500	\$17,500	\$10,000	\$7,500	\$4,500
Availability	1	1	1	1	Unlimited	Unlimited
Pre-Event Recognition and Branding						
Sponsor logo on award webpage	Exclusive					
Sponsor logo on virtual event site	Distinct	Most prominent	•	•	•	•
Sponsor logo on CCAB event website	Distinct	Most prominent	•	•	•	•

Indigenous Women in Leadership (IWIL) Event & Award

Sponsorship Level	Award	Lead	Entertainment	Cocktail/ Networking Reception	Supporting	Contributor
Sponsor profile on CCAB event website		•				
Sponsor logo on event portal registration page	Distinct	•	•	•	•	
Sponsor logo placement on all pre-event registration evites	Distinct	Most prominent	•	•	•	
Profile Recognition on all social media platforms – Twitter, Facebook, Instagram, LinkedIn	•	•	•	•		
Recognition on all social media platforms – Twitter, Facebook, Instagram, LinkedIn					•	•
Highlighted in sponsor of the week profile		•	•			
Recognition in Aboriginal Business Report Magazine	•	•	•	•	•	•
Sponsored push notifications and email announcements		•	•		•	
Attendee virtual tickets	20	25	15	15	10	6
Virtual Event Recognition						
Opportunity to present award live from broadcast studio, remote video broadcast or a pre-recorded video message	•					
Sponsor logo on award video presentation	•					
Logo featured during award presentation	•					
Sponsor recognition in opening comments from event host and CCAB CEO	•	•		•	•	•

Indigenous Women in Leadership (IWIL) Event & Award

Sponsorship Level	Award	Lead	Entertainment	Cocktail/ Networking Reception	Supporting	Contributor
Opportunity to address attendees live or with a video message (pre-recorded)		•				
Background branding throughout the event	•	•			•	
Opportunity to provide a Host or Master of Ceremonies for the event			•			
On-stage sponsor recognition by CCAB president & CEO			•			
Logo on cocktail reception areas of platform		•		Most prominent	•	
Opportunity to participate in panel discussion		•				
Opportunity to provide and participate in sponsor branded prize draws and giveaways	•	•	•	•	•	•
Post Event						
Event ROI report with analytics and metrics	•	•	•	•	•	•
Opportunity for a virtual meet and greet between award recipient and award sponsor	•					



Business Recovery Forum – September 22, 2021

A full-day virtual event building on the success of the 2020 Business Recovery Forum. Offering panel discussions, networking sessions, and presentations for members, Indigenous businesses, and entrepreneurs to continue efforts to rebuild the economy. This year's Forum incorporates the 4 Pillars of the Progressive Aboriginal Relations™ (PAR) program: Leadership Actions, Employment, Business Development, and Community Relationships. The event celebrates and honours the 2021 recipients of the award for Excellence in Aboriginal Relations, the Aboriginal Economic Development Corporation award, and PAR certified-level achievements.

SPONSORSHIP OPPORTUNITIES

Business Recovery Forum

Sponsorship Level	Award	Lead	Entertainment	Supporting	Networking	Session
Sponsorship Fee	Negotiated multi-year	\$25,500	\$17,500	\$12,500	\$7,500	\$5,500
Availability	1 sponsor/award	1	1	Unlimited	Unlimited	Unlimited
Pre-Event Recognition and Branding						
Sponsor logo on award webpage	Exclusive					
Sponsor logo on virtual event site and mobile app	Distinct	Most prominent	•	•	•	

Business Recovery Forum

Sponsorship Level	Award	Lead	Entertainment	Supporting	Networking	Session
Sponsor logo on CCAB event website	Distinct	Most prominent	•	•	•	
Sponsor profile on CCAB event website		•				
Sponsor logo on event portal registration page	Distinct	•	•	•	•	
Sponsor logo on sponsored session and speaker promotions						•
Sponsor logo placement on all pre-event registration evites	Distinct	Most prominent	•	•		
Profile Recognition on all social media platforms – Twitter, Facebook, Instagram, LinkedIn	•	•	•			
Recognition on all social media platforms – Twitter, Facebook, Instagram, LinkedIn				•		
Highlighted in sponsor of the week profile		•	•			
Recognition in Aboriginal Business Report Magazine	•	•	•	•	•	•
Sponsored push notifications and email announcements		•	•	•		
Attendee tickets	20	25	17	15	10	5
Virtual Event Recognition						
Opportunity to present award live from broadcast studio, remote video broadcast or a pre-recorded video message	•					
Sponsor logo on award video presentation	•					
Logo featured during award presentation	•					
Sponsor recognition in opening comments from event host	•	•		•	•	

Business Recovery Forum

Sponsorship Level	Award	Lead	Entertainment	Supporting	Networking	Session
Opportunity to address attendees live or with a video message (pre-recorded)		•				
Background branding throughout the event	•	•		•		
Logo on networking areas of platform		•		•	Most prominent	
Access to Virtual Trade Show with dedicated sponsor booth	•	•	•	•	•	•
Opportunity to provide a Host or Master of Ceremonies for the event			•			
On-stage sponsor recognition by CCAB president & CEO			•			
Sponsor participation in gamification interaction	•	•	•	•	•	•
Opportunity to provide and participate in sponsor branded prize draws and giveaways	•	•	•	•	•	•
Participate on digital gift wall with downloadable coupons and collateral	•	•	•	•	•	•
Sponsor profile on Social Wall	•	•	•	•	•	•
Early Bird Networking Recognition					•	
Sponsor logo on streaming page for duration of session						•
Lower thirds with titles and sponsor logo						•
Slides or video message between sessions						•
Host/moderator mentions and sponsor recognition						•
Logo on Live poll results screens						•
Sponsored Q &A sessions						•

Business Recovery Forum

Sponsorship Level	Award	Lead	Entertainment	Supporting	Networking	Session
Post Event						
Event ROI report with analytics and metrics	•	•	•	•	•	•
On Demand Content – All sessions available for viewing 30 days following the event	•	•	•	•	•	•
Option to permanently house session sponsor on Tools and Financing for Aboriginal						
Business (TFAB) online platform						•
Opportunity for a virtual meet and greet between award recipient and award sponsor	•					

For more information about sponsorship opportunities and benefits please contact:

Paul-Emile McNab | Director of Business Development | pmcnab@ccab.com

As a new corporate member of the CCAB, attending the Business Recovery Forum was the perfect introduction into all the great work that the CCAB is doing. We look forward to participating in future events.

– Kayla Maduk, Bell Canada



**Progressive Aboriginal Relations™
(PAR) companies are certified as:**

***good business partners**

***a great place to work**

***committed to prosperity in
Indigenous communities**

Progressive Aboriginal
RELATIONS

Canadian Council for
Aboriginal Business



**PROGRESSIVE ABORIGINAL
RELATIONS™ (PAR)**

Value and Benefits

Why Progressive Aboriginal Relations™?

The PAR program encourages companies to evolve and participate in a growing Indigenous business economy across Canada. The four performance areas: Leadership Actions, Employment, Business Development, and Community Relationships, provide a foundation for the PAR program and represent the core components to successful positive business relations with the Indigenous community.

Benefits Overview

PAR WAS DESIGNED TO BENEFIT BOTH COMPANIES AND COMMUNITIES.

The PAR framework evaluates companies on four performance areas known as the PAR drivers, which are designed to ensure comprehensive business engagement with a community. The four PAR drivers are Leadership Actions, Employment, Business Development, and Community Relationships. Companies recognize the importance of Indigenous participation in the Canadian economy and demonstrate their commitment to working across cultures.

Benefits to PAR Companies

HOW DOES BECOMING PAR CERTIFIED BENEFIT MY COMPANY?

Canada is experiencing a new social and political environment as it pertains to Indigenous people. Indigenous issues are top of mind for the Canadian public, more than any other time in history. Considering this new social reality, more and more Canadian businesses are becoming interested in the opportunities of working with Indigenous people. The growth of Indigenous entrepreneurialism reveals a sophisticated and ambitious businessperson that is looking to partner, collaborate and succeed. Couple this with the groundswell of international support for Corporate Social Responsibility (CSR) and sustainability, and it is easy to see the future is bright for Indigenous business.

CCAB is strategically positioned to have an impact on facilitating positive and sustainable relations between the business sector and Indigenous business communities.

PAR is the only premier certification program of its type in the world. The trademarked program enables and guides organizations to develop positive and sustainable relationships with Indigenous communities and businesses across all facets of their business.

PAR evaluates current programs and helps guide the development of new and effective programs. In short, PAR is both an opportunity to reflect on your own values as a company and demonstrate your commitment to working across cultures.

Competitive Advantage

PAR certification is a competitive advantage in establishing your reputation in CSR. PAR certified companies are leading corporate citizens that have proven the business case for sustainable Aboriginal relations. PAR certification differentiates an organization from its competitors.

Companies can raise their profile and promote their Aboriginal relations success with the use of the PAR logo through mediums such as:

- Company letterhead, envelopes, faxes and other stationary
- Company promotional materials, including recruitment, and marketing materials
- Company website and providing links to CCAB's PAR webpage
- Annual, CSR and sustainable report
- Business cards
- Advertisement such as print, online, radio, or television
- Email signature
- Promotional items distributed at Aboriginal tradeshow

Relationship Building

PAR companies with effective Aboriginal relations, that practice continual improvement and have good community feedback processes in place, are in good position to receive greater certainty for their operations.

LEADERSHIP AND EMPLOYEES OF PAR COMPANIES DEVELOP AN INCREASED UNDERSTANDING OF ABORIGINAL CULTURE, TRADITION AND VALUES

PAR certified companies provide a public demonstration of their commitment to progressive Indigenous relations. More specifically, the companies are:

- Good business partners
- Great places to work
- Committed to prosperity in Aboriginal communities

STRATEGIC PLANNING, EMPLOYMENT AND PROCUREMENT OPPORTUNITIES

The PAR framework is a management tool that involves vision, principles, policy, strategies, goals, targets, and action plans.

- Targets and action plans are tracked, monitored and measured to assess levels of achievement
- Allows the organization to increase their Indigenous hire within communities
- PAR companies are externally verified through interviews to obtain an outside perspective within the four PAR drivers.



A skilled PAR Cultural Awareness Trainer is able to bridge that gap using a variety of methods and tools. Some methods are live experiential training, developing Computer Based Training, Training Webinars, Consulting & Researching to help corporations work respectfully and confidently with their COI's or Communities of Interest. By being a part of the solution, a bridge between Indigenous Peoples and corporations working on our traditional territories, you are a part of designing the future of our children by building strategies that benefit partnerships with Indigenous peoples in a meaningful way...on the value of Cultural Awareness training to PAR companies

– Bear Standing Tall & Associates – Jason Carter – Cultural Awareness Trainer Testimony

Benefits to Aboriginal Communities

HOW DOES PARTNERING WITH A PAR CERTIFIED COMPANY BENEFIT YOUR COMMUNITY?

PAR makes it easier to identify which companies would make good business partners. If you see that a company is PAR certified, you can be confident knowing that they have undergone a lengthy reporting process and have been evaluated by a jury of Indigenous business professionals.

Economic and Business Development Opportunities

PAR companies are required to maintain or improve upon their key performance areas resulting in increased:

- Employment opportunities including recruitment, retention, advancement
- Education, training and skill development opportunities
- Business development, contracting opportunities
- Preferential procurement initiatives
- Understanding of industry and corporate Canada
- Mentorship and capacity building to support the overall Indigenous business community
- Establishment of agreements, joint ventures and partnerships
- Investment in Indigenous business communities including scholarships, bursaries and apprenticeships

PAR Assurance

PAR companies are certified at the committed level, bronze, silver or gold levels. PAR companies undergo an independent external verification and juried review of their performance in Aboriginal relations, which provides a high level of assurance to communities that a certified company is committed to the prosperity of Indigenous communities, businesses, and individuals.

PAR assurance is derived from the following:

- CCAB has been certifying leadership in Aboriginal relations for over a decade
- PAR verification provides an independent opinion of the level of performance of companies
- The Indigenous community (leaders, business owners, and labor force) look for the PAR logo to demonstrate leadership in improving economic wealth in Aboriginal communities
- PAR is part of a management toolkit to support corporate Canada's response to the increased significance of Aboriginal business and communities to the economic prosperity of Canada
- PAR is the premier certification program of its type in the world

Attend a 2021 PAR Information Webinar

From 12:00 PM EST to 1:30 PM EST

Wednesday January 20, 2021	Wednesday May 19, 2021
Wednesday February 17, 2021	Wednesday June 23, 2021
Wednesday March 17, 2021	Wednesday October 20, 2021
Wednesday April 21, 2021	Wednesday November 17, 2021

Program Fees

PAR Program Fee Description	Cost Per Activity
PAR Program Annual Fee	\$1,000 / Year
PAR for Small Business Program Annual Fee	\$500 / Year
PAR Committed Level Verification Fee	\$1,000 / Level
PAR Certification / Recertification Verification Fee	\$4,500
Certified Level Verifier Feedback (OPTIONAL)	\$1,000 / Year



Current PAR Companies and Levels

Gold Level PAR



Industry Leaders and Sustained Successful Outcomes: In addition to meeting criteria intent at the bronze and silver levels, there are high levels of appreciation within the company and significant positive Aboriginal relations to the organization. Aboriginal relations policies, strategy, and PAR criteria intent are fully ingrained within the company, at all levels. A role model company for positive Aboriginal relations, has a continuous improvement philosophy, and good results and trends across PAR drivers (with data evidence). Mature processes and innovative enhancements over a number of years are present across all departments (within submission scope). Exceptional support for the company from Aboriginal communities/groups/stakeholders.

CURRENT GOLD LEVEL COMPANIES



Silver Level PAR

Progressive
Aboriginal
RELATIONS

SILVER
LEVEL

Canadian Council for
Aboriginal Business

Implementation and Results: In addition to meeting the intent at the bronze level, companies achieve positive results and trends in the four drivers: Leadership Actions, Employment, Business, and Community Relationships for the full submission reporting period (3 years) with data evidence. Success of activities are well communicated and with partnerships and agreements in place there is support for the community in the four drivers.

CURRENT SILVER LEVEL COMPANIES



Bronze Level PAR

Progressive
Aboriginal
RELATIONS

BRONZE
LEVEL

Canadian Council for
Aboriginal Business

Commitment and Action Plans: Policy and commitment have been implemented into the business planning; cultural awareness training has been integrated throughout the organization; and targets and action plans for the drivers have been put in place. Leadership actions, employment business development, and community relationships have been set.

CURRENT BRONZE LEVEL COMPANIES



PAR Committed Level

Progressive
Aboriginal
RELATIONS

COMMITTED

Canadian Council for
Aboriginal Business

Foundation Building: Companies undergo a building process to create a sustainable internal operating structure that raises the value of PAR within the company. Within the first years of PAR participation, PAR Committed Level participants are required to internally review their Communities of Interest (COI) and seek feedback from them on a scheduled basis. This ongoing dialogue with COIs helps companies gain a far better understanding of what communities are looking for, how they need to be supported, and how best to work with them. Through an evaluations process, regular engagement, and check-ins, companies gain knowledge and are better equipped to identify barriers and gaps in the four PAR drivers.

CURRENT COMMITTED LEVEL COMPANIES

A&B RAIL
SERVICES LTD.

ABRAFLEX

accenture

ACUREN

AECOM

Aecon

Alithya

ALSTAR

Aon
Empower Results®

ATB

babcock™

BAKER
HUGHES
a GE company

BANTREL

BARKODE™
A Unimize Technologies Project

BASF
We create chemistry

Black&McDonald

BWXT

cahill

CALTECH
SURVEYS

CBRE

Canadian Council for
ABORIGINAL
BUSINESS

CDN
CONTROLS LTD.
PARTITIONING & ELECTRICAL SERVICES

cenovus
ENERGY

CHALLENGER
GEOMATICS LTD.

CHANDOS

CIBC

CP

DCC-CDC

Deloitte.

FOX
CONSTRUCTORS

EACOM
TIMBER CORPORATION

ERA

EVERGREEN

EXPRESS SCRIPTS®

EY
Building a better
working world

FANSHAWE

ffc

FLUOR®

Fortes Bros.
POWERLINE CONSTRUCTION

FORTIS BC

framatome

GOLDER

GOWLING WLG

THREE
NATIONS
GRAHAM

GREATER
VICTORIA
HARBOUR
AUTHORITY

HORIZON
MARITIME

Hydro
Québec

IAN MARTIN

PAR Committed Level

CURRENT COMMITTED LEVEL COMPANIES



To learn more about PAR or become a CCAB member, please visit www.ccab.com/par/

Already a CCAB member?

Contact us and we can help you begin the process of becoming PAR Certified.

Eric Peterson | PAR Program Coordinator | PAR@ccab.com



TOOLS & FINANCING FOR
Aboriginal Business

Canadian Council for
Aboriginal Business



TOOLS & FINANCING FOR ABORIGINAL BUSINESS (TFAB)

CCAB Members Coming Together
to Enhance Aboriginal Entrepreneurship

CCAB Members Coming Together to Enhance Indigenous Entrepreneurship

TFAB is an online portal that provides Indigenous entrepreneurs practical business tools, expertise, training and networks, enabling these entrepreneurs to strengthen and grow their businesses.

TFAB provides business expertise, services, and development across six key business functions including Finance, Operations, Human Resources, Legal & Regulatory, Marketing & Communications and Technology.

- A growing library of practical business tools and resources
- Business skills development information sessions and webinars
- Business networking events held across Canada
- Services to help grow your business

Sponsorship Opportunity: TFAB Regional Virtual Networking Event

TFAB will be hosting regional virtual networking events across the country to bring to together Indigenous entrepreneurs with local corporations and governments. These events will be free to CCAB members and will provide a space for Indigenous entrepreneurs to connect with like-minded peers; provide valuable networking opportunities as well as a learning component from

special guest speakers. Sponsors of these events will be given the opportunity to address the participants and showcase their involvement in Indigenous engagement with local entrepreneurs.

Opportunity per event: \$2,500



Contributor Tools

CCAB invites members to provide TFAB branded tools and documents that can be uploaded on the TFAB portal, and accessed by Indigenous businesses across Canada. Tools can be a simple word document, template or checklist, to something more interactive like a loan calculator tool, or formatted excel document. Assets provide knowledge sharing opportunities and often lead to personal connections through the tool user and tool provider. Contributors of tools are recognized in the CCAB e-newsletter.

In addition to the tools available, TFAB also provides a listing of CCAB member services and programs. These business programs and services including discounts for CCAB members can also be listed on the TFAB portal. If you would like to provide any services or programs, please contact: Tracy Morningstar, TFAB Coordinator, tmorningstar@ccab.com

TFAB Program Sponsorship Opportunities

TFAB sponsorship opportunities are a great vehicle for organizations to enhance their relationships and reputation with Indigenous businesses across Canada. In addition to receiving branding assets and recognition, TFAB sponsors receive reserved opportunities to directly engage with Indigenous businesses through business skills development podcasts. Program sponsors also have the benefit of hosting TFAB networking events, which provide valuable recognition, exposure, and the opportunity to engage and address the event participants.

The **“Powered By” Partner** is ideal for an organization ready to display leadership by partnering with TFAB to enhance Indigenous business in Canada. In recognition of this leadership, the sponsor receives the prime “Powered By” branding asset on the TFAB online portal, marketing collateral, information sessions, webinars, and networking events.

TFAB Business Function Partnerships are ideal for organizations looking to demonstrate their area of expertise through focusing their contributions to Indigenous entrepreneurship on one of the following:

- Finance
- Operations
- Human Resources
- Legal & Regulatory
- Marketing & Communications
- Technology

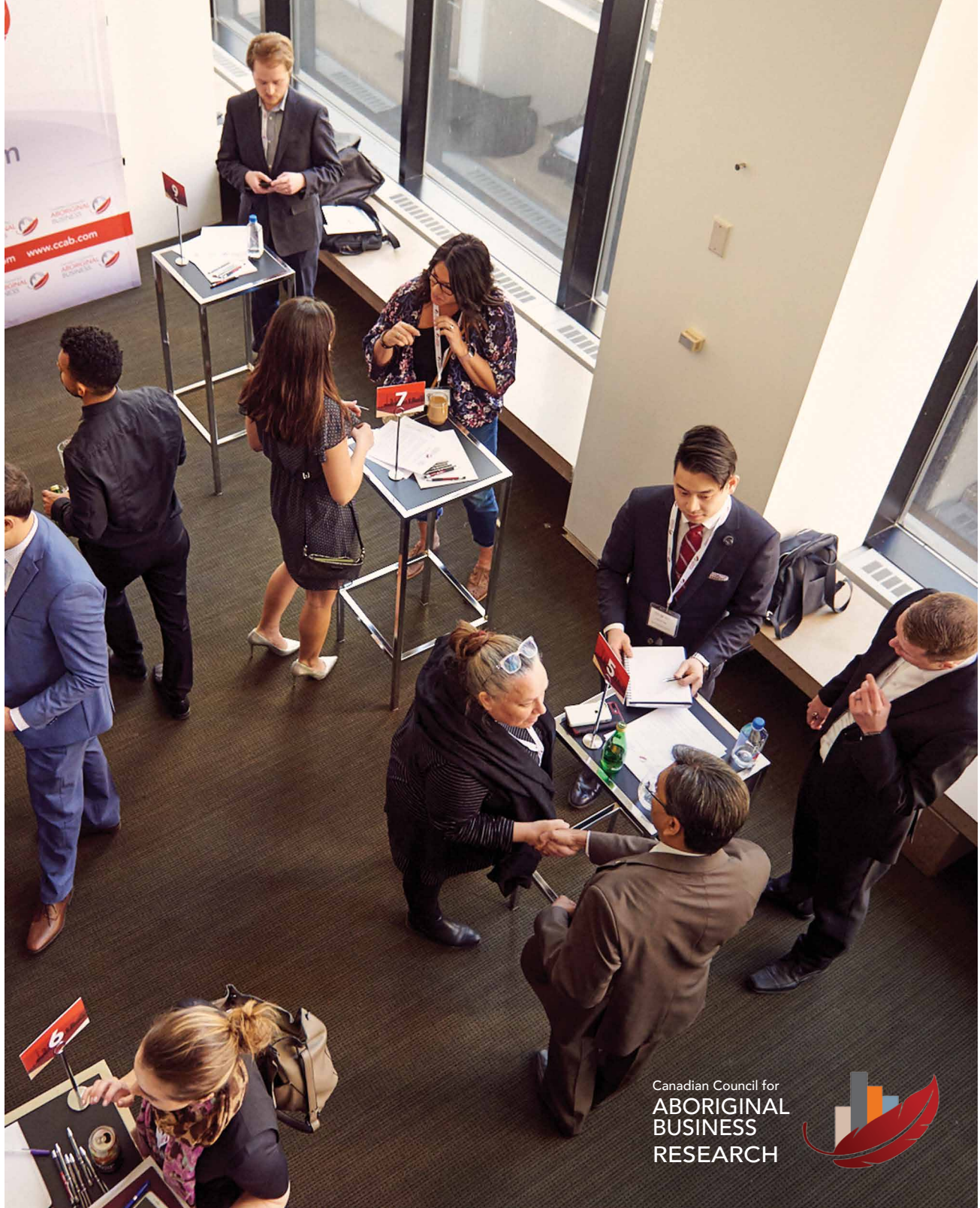
TFAB Program Sponsorship & Benefits

Sponsorship level	TFAB "powered by" partner	Business function partner
Sponsorship fee	\$15,000	\$7,500
Availability	1	6
Sponsor name and logo CCAB website	TFAB homepage	Landing page of sponsored TFAB business function (e.g., technology)
Video profiling sponsor's commitment and services to Aboriginal communities	Video on TFAB homepage	Video on landing page of sponsored TFAB business function (e.g., finance)
Right to create and be recognized on a TFAB webinar or information session	Create TWO (2) podcasts	Create ONE (1) podcast related to the sponsored TFAB business function (e.g., legal & regulatory)
Recognition of sponsor in social media posts and CCAB e-newsletter	•	•
Non-exclusive right to develop branded tools for all areas of the TFAB online platform	•	•
Sponsor logo featured in sponsors footer of TFAB homepage	Most prominent	•
Recognition of sponsor in CCAB annual report	Most prominent	•
Recognition of sponsor in TFAB media releases	Most prominent	•

To learn more about the TFAB program, please visit <https://www.ccab.com/tfab/>

To participate in the TFAB program, please contact:

Tracy Morningstar | TFAB Coordinator | tmorningstar@ccab.com



RESEARCH

The future of Canada's economy is Indigenous

CCAB Research is Canada's leading Indigenous economic research institution. CCAB transforms information – to insights – to action, driving economic development and policy change for Indigenous Peoples from coast to coast to coast.

WHAT WE DO:

CCAB Research is impact focused. Our work is used to provide policies and programs for federal and provincial governments, corporate Canada, academia, Indigenous and non-Indigenous businesses, and communities. Our organization houses the most extensive list of Indigenous-owned businesses in Canada, by sector and geography.

Our team provides custom-designed research projects to suit your individual needs. Currently, CCAB research provides existing data analysis, and collects qualitative and quantitative data to report on the size and scope of the Indigenous economy as related to:

- procurement of Indigenous businesses;
- Indigenous trade and export;
- Indigenous participation in technology, innovation and the future of work;
- community economic development; and,
- various other region and sector specific topics.

CCAB Research continuously strives to support Indigenous communities and companies in Canada. Identifying how Indigenous businesses can take part in your supply chains, making meaningful connections through networking events, and developing customized business lists of relevant Indigenous companies are just a few ways our research can help unlock your organization's potential. Our goal is to assist in fostering meaningful relationships with Indigenous peoples, businesses, and communities for your organization.

2020 Milestones

Since CCAB Research published its first report in 2011, the scope of our work and impact has grown tremendously. Notably, this year marks a decade of supporting the Indigenous economy through our data-driven research. In 2020, we expanded beyond our main research areas to include a gender perspective, producing targeted research reports on Indigenous women entrepreneurs. CCAB's Research has proven that Indigenous women business owners are a competitive part of the Indigenous economy and an asset to their communities. Understanding the opportunities and challenges faced by Indigenous businesses overall is important, but a nuanced approach that addresses the unique factors of Indigenous business owners is needed to ensure that all businesses are set up for success.

Last year was an unprecedented year for all, with businesses, organizations and communities rapidly shifting to mitigate the impacts of the COVID-19 pandemic. To understand the unique impacts of the pandemic on Indigenous businesses in Canada, CCAB Research conducted the inaugural COVID-19 Indigenous Business Survey. The survey was developed by CCAB in collaboration with the Indigenous Business COVID-19 Response Taskforce, to understand the current state of the Indigenous economy and develop strategies and policies during the pandemic, recovery stages, and beyond. In December 2020, CCAB Research launched Phase 2 of the COVID-19 Indigenous Business Survey. CCAB Research will use the data collected to assist in developing targeted policies and strategies that meet the distinct needs of Indigenous businesses as the pandemic continues into its second year.

The year 2020 also marked the establishment of a new Public Policy department at CCAB. Throughout 2020, CCAB Research and Public Policy collaborated to produce a series of evidence-based reports and policy submissions, including a contribution to the federal government's Feminist Foreign Policy Dialogue and continued efforts to assist the Government of Canada in implementing and reaching a minimum 5 percent Indigenous procurement target. CCAB Research continues to work with the Public Policy department, providing data and evidence to drive policy change and Indigenous business growth.

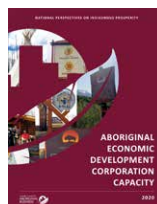


Success After Camp: Analyzing Economic and Social Outcomes Among Outland Youth Employment Program Participants

Partner: Outland, a division of Dexterra

CCAB conducted a research project analyzing the economic outcomes of the Outland Youth Employment Program (OYEP) in northern Ontario. This comprehensive camp focuses on natural resources training while providing youth with opportunities to obtain high school credits and explore career pathways in the natural resources industry.

The report, released on January 31, 2020, found that overall OYEP participants are more likely to be employed, earn a higher income, and be more educated than their Indigenous counterparts in northern Ontario. These positive outcomes are directly linked with participation in the summer camp. CCAB strongly supports OYEP and encourages its expansion to regions across the country.



National Perspectives on Indigenous Economic Prosperity: Aboriginal Economic Development Corporation Capacity

In 2018, CCAB conducted in-person interviews with senior executives of Aboriginal Economic Development Corporations (AEDCs) and community leaders (Chief and Council, Economic Development Officers and community administrators) in over 100 Indigenous communities across Canada. This is the most comprehensive national research completed to date on reserve and with urban Indigenous economies. The purpose of this study was to gain a clearer picture of Indigenous economies across Canada, and more specifically, to determine the social and economic impact of AEDCs on community prosperity.

Aboriginal Economic Development Corporation Capacity is the first report to be released in the National Perspectives on Indigenous Prosperity series. This report, published in February 2020, delves into the structure, sophistication, procurement and investment readiness of AEDCs.



Digital Differences: The Impact of Automation on the Indigenous Economy in Canada

Partner: Ryerson University's Diversity Institute and Future Skills Centre

CCAB Research partnered with Ryerson's Diversity Institute to investigate how technological change, specifically automation, will affect Indigenous workers by industry and region across Canada. This data-driven report builds on previous work that examined the implications of automation in Canada and on Indigenous workers in specific industries abroad, by applying their methods to understand the impact of automation on Indigenous workers in Canada. The report was published on July 6, 2020.



CCAB-Indspire Research Collaboration: Insights into Indigenous Post-Secondary Graduates' Experiences in the Canadian Workforce

Partner: Indspire and the Ontario Ministry of Indigenous Affairs

Using data from Indspire's 2020 National Education Survey (NES) of Building Brighter Futures: Bursaries, Scholarships, and Awards (BBF) recipients, as well as Statistics Canada's Census of Population (2016), CCAB and Indspire explored how Indigenous post-secondary experiences are associated with entrepreneurship, working for Indigenous employers, and overall labour market outcomes. This report was published on September 22, 2020.

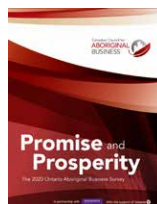


COVID-19 Indigenous Business Survey

Partner: Indigenous Services Canada

CCAB collaborated with the Indigenous Business COVID-19 Response Taskforce, a group of National Indigenous Organizations and leaders, to complete this

study. This report, published in July 2020, reveals findings of the COVID-19 Indigenous Business Survey, where 838 Indigenous business owners were surveyed. The results highlight the unique impacts of the COVID-19 pandemic on Indigenous businesses, current barriers to accessing government relief programs, and capabilities of these businesses to supply PPE to the federal government.



Promise and Prosperity: The 2020 Aboriginal Business Survey

Partner: Ontario Ministry of Indigenous Affairs

The 2020 Ontario Aboriginal Business Survey (2020 ABS), conducted in partnership with the Ontario Ministry of Indigenous Affairs (IAO), is the latest in CCAB's on-going research series focused on small and medium-sized enterprises. Impressive gains are being made in the areas of Indigenous entrepreneurship and individual economic achievement. Although Indigenous businesses have seen unprecedented growth and success in recent years, many face significant historical and institutional barriers to business development, growth and expansion. Understanding the barriers and opportunities on a national and provincial level will be key for the Government of Ontario, the Government of Canada and other leading institutions to ensure continued positive momentum for the Indigenous economy. The CCAB has worked to address a major data gap in the profile of Indigenous business owners in Ontario by developing a comprehensive picture of their experiences and what is needed for future growth and success. This report was released publicly in October 2020.



Breaking Barriers: A Decade of Indigenous Women's Entrepreneurship in Canada

Partner: Ryerson University's Diversity Institute – Women's Entrepreneurship Knowledge Hub

In partnership with the Women Entrepreneurship Knowledge Hub (WEKH), this research uses a gender perspective to explore the profile of women-owned Indigenous businesses over the past 10 years – approaching topics such as innovation, export and use of traditional knowledge. This report was published in December 2020.

Research Activities Menu

Product	Description	Price*
Business List: CCAB Research can provide targeted selections from our comprehensive Indigenous business directory to aid in fulfilling supply chain and business development needs.	<ul style="list-style-type: none"> Targeted list of 10-25 firms according to relevant sector and location needs 	\$3,000-5,000
Preliminary Research Report: CCAB Research can collect preliminary data from individual in-person interviews, online and telephone surveys, or focus groups, leveraging our network of Indigenous entrepreneurs and professionals across Canada. Research reports are typically completed within 4 to 6-month timelines and include a minimum of 30 participants.	<ul style="list-style-type: none"> Preliminary research providing analysis of existing CCAB data on Indigenous entrepreneurs, Economic Development Corporations, Community Leadership, etc. or collecting new information through selected methodology, research questions and goals Cost includes research, analysis, report drafting, and report launch depending on requirements Report to include data analysis and qualitative input (10-15 pages) 	\$25,000-60,000
Comprehensive Research Report: CCAB can provide more in-depth, comprehensive research reports that include a broader range of survey questions, various data-gathering strategies, and increased sample size to produce qualitative and quantitative insights. Research reports are typically completed in a 10 to 12-month period and include a minimum of 50 participants.	<ul style="list-style-type: none"> Extensive Research Report with large sample size, in-depth analysis and additional case studies depending on theme Cost includes research, analysis, report drafting, marketing and communications, research promotion and report launch depending on requirements Report to include in-depth quantitative and qualitative analysis and case studies (20+ pages) 	\$50,000+

* All prices shown above are based on average size of CCAB projects. Budgets are flexible to meet client needs and will differ based on scope, timeline and deliverables.

Partners



Employment and
Social Development Canada

Emploi et
Développement social Canada



Future Skills
Centre

Centre des
Compétences futures



Indspire

Indigenous education | L'éducation des autochtones
Canada's future | L'avenir du Canada



Indigenous Services
Canada

Services aux
Autochtones Canada



Women
Entrepreneurship
Knowledge Hub

To learn more about CCAB Research, please visit www.ccab.com/research/

To get involved with or start a Research Project, please contact:

Samantha Morton | Director, Research | smorton@ccab.com



Supply Change

“Last year, our research demonstrated that Indigenous businesses have the capacity to supply 24 per cent of federal procurement. As a result of those findings, the government mandated procurement from Indigenous business to at least 5 per cent. That’s not new tax dollars, it’s money that they’re already spending every year. By increasing Indigenous procurement to 5 per cent, we estimate that \$1-billion would be added to the Indigenous economy, which will in turn improve employment rates, housing and health of Indigenous people – and that’s what economic reconciliation looks like.”

- Tabatha Bull, President & CEO, Canadian Council for Aboriginal Business

Indigenous Procurement

Supply Chains Supply Change

Indigenous procurement is an important driver of economic reconciliation and development for Indigenous communities due to the revenue procurement generates for Indigenous businesses as well as the relationships formed through corporations and governments establishing procurement agreements with Indigenous businesses.

Supply Change™ aims to develop both the largest membership in Canada of corporations committed to Aboriginal procurement and the largest online directory of Certified Indigenous Businesses as well as:

- Increase private sector and all levels of Government engagement in Indigenous procurement among senior leaders and procurement officers;
- Increase Indigenous participation in the supply chains of Canadian corporations and Governments;
- Enhance the capacity and profitability of Indigenous businesses;

- Create a forum for sharing Indigenous procurement best practices; and
- Eliminate barriers Indigenous businesses face when engaging in corporate and Government supply chains.

Supply Change™ is comprised of various pillars including the following:

1. Aboriginal Procurement Champions
2. Certified Aboriginal Businesses
3. Aboriginal Procurement Marketplace

Exclusive Opportunity: Supply Change™ Session

Are you interested in further collaborating with the CCAB team and other members? CCAB members now have an opportunity to present topic sessions related to Indigenous procurement to a targeted audience. Our new webinars give businesses a space to collaborate and network with Indigenous businesses over a two-hour period facilitated by the CCAB team. The session is organized to help support your company's goal of connecting with Indigenous businesses, establishing procurement opportunities, and helping to rebuild and enhance the Indigenous economy.

Supported by CCAB, assistance is provided to help coordinate, connect, and fulfill a session for your organization. Your Supply Change™ webinar includes:

- A date and time of your choice

- CCAB invites and coordinates up to 100 CCAB member companies of your choice
- Moderated and facilitated by CCAB senior staff
- 5-minute speaking opportunity from a Senior Leader/Executive from your organization
- 5-minute opening address from CCAB President and CEO, Tabatha Bull, or CCAB senior leader
- 45-minute presentation from your organization
- 15-minute question and answer period, facilitated by CCAB senior staff
- Access to CCAB's Certified Aboriginal Business listing as a Registered Aboriginal Procurement Champion

Cost per session: \$5,500

For more information please contact:

Philip Ducharme | Director of Innovation and Entrepreneurship | pducharme@ccab.com

Paul-Emile McNab | Director of Business Development | pmcnab@ccab.com

“Supply Change™ is all about building robust supplier networks and advancing economic reconciliation. I am honoured to be named Co-Chair and look forward to supporting the continued, rapid expansion of this exciting procurement initiative. The incredible success of Supply Change™ underscores the exceptional talent of Indigenous entrepreneurs and the power of partnerships with Aboriginal businesses.”

– Sean Finn, Executive Vice-President Corporate Services and Chief Legal Officer, CN

Aboriginal Procurement CHAMPION

The Aboriginal Procurement Champions are a high-profile group of corporations and government entities making public commitments to procure more from Aboriginal businesses within their own supply chains as well as those of their prime suppliers. The Champions are actively engaged in promoting the inclusion of Aboriginal businesses within the supply chains of their peers in addition to encouraging Aboriginal-owned businesses to become Certified Aboriginal Businesses.

For more information on how to become an Aboriginal Procurement Champion, please visit www.supplychange.ca

CERTIFIED Aboriginal Business

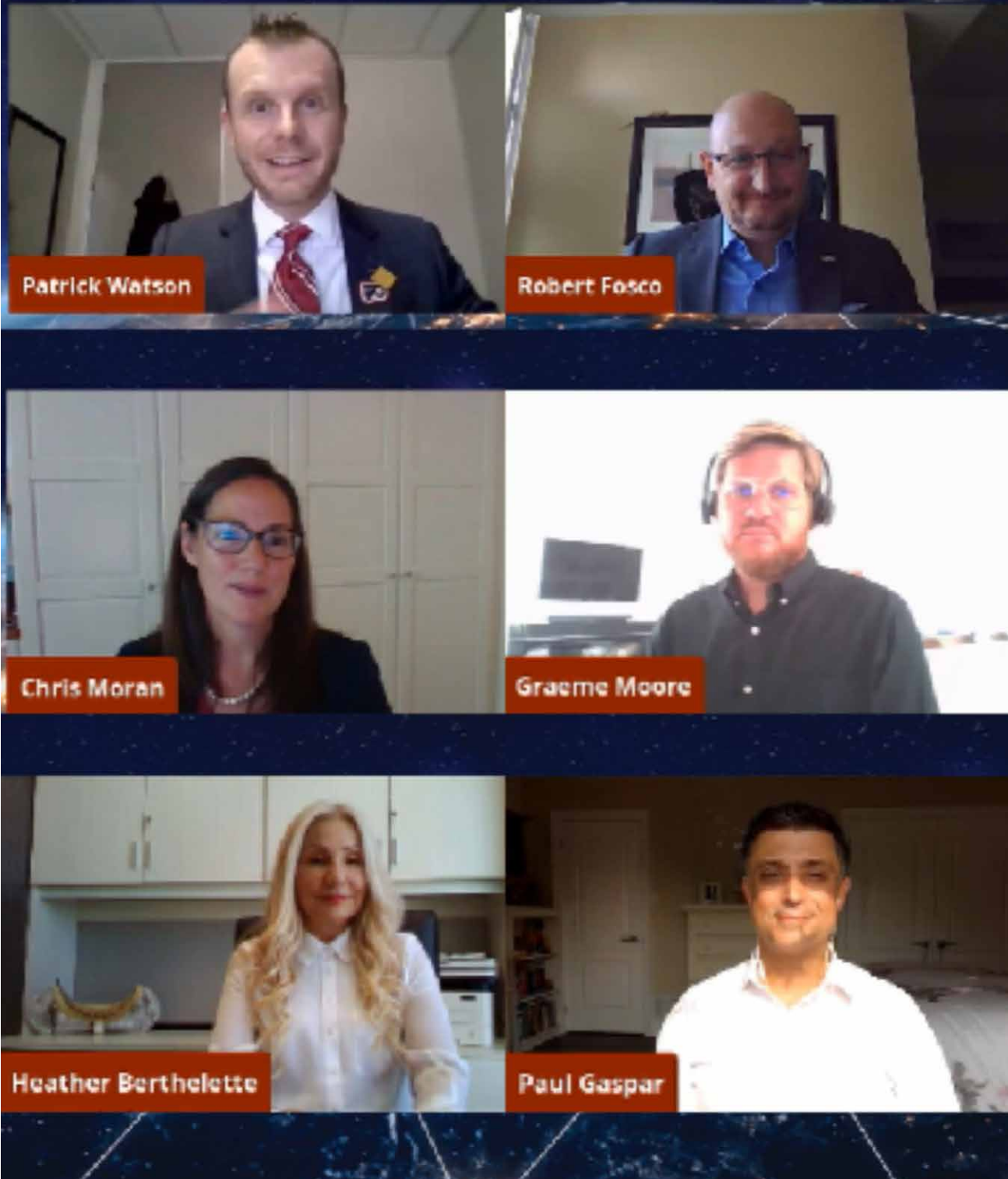
The Certified Aboriginal Business (CAB) designation provides organizations and communities with the assurance that Aboriginal procurement opportunities are going to businesses who have been independently pre-

certified as at least 51% Aboriginal owned and controlled. Research found that 82% of corporate respondents regard CCAB's CAB designation useful for enhancing Aboriginal procurement outcomes.

Aboriginal Procurement MARKETPLACE

The Aboriginal Procurement Marketplace is an online portal that acts as a two-way directory between CAB companies and representatives from the Aboriginal Procurement Champions. All CAB companies have a marketing profile that can be searched by Champion companies when they are looking to go out to market on bids. In turn, each Champion provides an internal

procurement representative that will be identified in the marketplace for CAB's to reach out to. One of the key elements of the portal is that Champions will be able to post mid-level procurement opportunities to connect Aboriginal businesses to opportunities they are seeking that aren't available on conventional procurement platforms.



PUBLIC POLICY

Supporting Indigenous prosperity and well-being through sound policy development and program design

CCAB Public Policy uses the best data and research available to ensure that the needs and interests of Indigenous businesses inform policy and programs at all levels of government and abroad.

WHAT WE DO:

DELIVERING ON CCAB'S KEY PUBLIC POLICY PRIORITIES:

1. Be a voice for Indigenous business in government policy and program development
2. Increasing government procurement from Indigenous businesses
3. Supporting Indigenous exporters and Indigenous export readiness
4. Enhancing financial support to drive Indigenous business growth through and beyond the Coronavirus pandemic

ACTIVITIES ARE DESIGNED TO SHAPE GOVERNMENT DECISION MAKING AND SUPPORT INDIGENOUS BUSINESSES, INCLUDING:

- ✓ Leading collaborative projects resulting in progressive policy recommendations.
- ✓ Advocacy activities to influence government policy development and program design.
- ✓ Developing programmatic offerings to build the organization's capacity and encourage Federal devolution.
- ✓ Engaging directly with Indigenous businesses to connect them with appropriate funding and services and to improve other activities.

EXAMPLE: Public Policy Programs to Indigenous Export Exporters

For Indigenous firms operating in a small open economy like Canada, internationalization can be an important strategy for business growth and success. Pre-COVID-19, Indigenous businesses had made significant headway in terms of exporting.

According to recent research done by the CCAB, in partnership with Global Affairs Canada, one in four Indigenous businesses export (24.4%), most commonly to the US (21.5%). Twelve percent of exporting businesses have exported to markets other than the US.

Despite recent success, Indigenous contributions to the economy are often overlooked and Indigenous businesses continue to face historical and institutional barriers to full economic participation. Through research conducted in collaboration with Global Affairs Canada in 2019, the CCAB reported that Indigenous businesses regularly noted that lack of access to business networks and a lack of mentorship opportunities hold back Indigenous business growth.

The Solution

A series of interconnecting programs that draws upon proven best practices to provide a high-impact solution to drive export growth, designed for Indigenous businesses:

1. **Raising Awareness:** Hosting webinars with government and industry leaders to spotlight services and financing available for Indigenous exporters.
2. **Building Capacity:** Delivering effective export training programs that are place-based, culturally appropriate and tailored to suit the needs of Indigenous businesses.

3. **Creating Opportunities:** Providing Indigenous export missions to other markets to facilitate business-to-business connections and foster Indigenous business growth.

These programs recognize the unique characteristics of Indigenous entrepreneurship, that reflects a holistic approach where community support, local job creation, and Indigenous socio-cultural development are important business considerations. Furthermore, it considers and supports the unique distinctions-based and “place-based” considerations of Indigenous businesses.

Indigenous export event sponsorship opportunities

In 2021, CCAB is involved with several national and international export/trade sessions, webinars, and programs, reaching audiences and participants from across the globe. Our focus is to support Indigenous economic recovery by increasing business through growing export opportunities – helping Indigenous businesses get more business!

To learn more about sponsorship opportunities or to get involved, please contact:

Patrick Watson | Director, Public Policy | pwatson@ccab.com

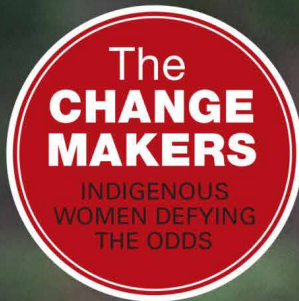
Paul-Emile McNab | Director of Business Development | pmcnab@ccab.com

Aboriginal

BUSINESS

FALL 2020

REPORT



BREAKING
THROUGH
BARRIERS

INDIGENOUS WOMEN IN BUSINESS

ON THE COVER:
CCAB President &
CEO Tabatha Bull

VIRTUAL
BRAINSTORMING
CCAB's online Business
Recovery Forum

TAKING THE LEAD IN
THE RETAIL INDUSTRY
Making inroads on
the fashion scene

PM40787580

COMMUNICATION OPPORTUNITIES

Aboriginal Business Report

Magazine

CCAB distributes three editions of its magazine, the *Aboriginal Business Report*, which covers various business topics relevant to the Indigenous economy in Canada. The magazine presents an excellent means of communication, providing not only a forum for businesses, entrepreneurs, and corporations to interconnect, but also to deliver the latest news, profiles, feature articles, research, and success stories. In every issue, we focus on a critical area of development. The magazine is available in both print and digital versions.

Visit [HERE](#) to read past editions.

If you would like to receive a print version of the *Aboriginal Business Report*, please contact sgene@ccab.com

Advertising in Aboriginal Business Report

The *Aboriginal Business Report* provides informative editorial content and exposure to a widespread scope of companies and individuals across the industry and the

country. The magazine is available online and print copies are distributed to attendees of all CCAB's major events, members of government, Indigenous student centres, post-secondary institutions, Indigenous communities and organizations, corporations, CCAB members, etc. The target audience extends to key industry personnel, thought leaders, professionals and organizations including Canada's fortune 500 companies.

Bonus - CCAB members receive a 10% discount on advertising!

The magazine is produced by CCAB member, MediaEdge, Canada's National Trade and Industry Association publisher. They collaborate with CCAB and work hard to ensure that the *Aboriginal Business Report* is always relevant and topical.

Visit the [media planner](#) on our website for advertising rates on CCAB's *Aboriginal Business Report* or contact MediaEdge Publishing directly at nanciep@mediaedgepublishing.com or at 1-866-201-3096



E-Newsletter

Getting the word out

CCAB's marketing team promotes CCAB members, event sponsors, and the important work being done to elevate Indigenous businesses in Canada. By developing a strategic, research-based approach to activities.

Using our CCAB e-newsletter as a vehicle to drive our message helps to facilitate opportunities and business relationships. It is published monthly and has a distribution of over 5,000 including CCAB members, Aboriginal businesses, communities, and companies operating in Canada.

CCAB members are offered one complimentary member profile/advertorial to be featured in an edition of the e-newsletter. CCAB members are also offered a discount on an advertising package to promote their company in the enews.

BENEFITS OF ADVERTISING IN THE E-NEWSLETTER:

- Direct targeted reach to over 5,000 CCAB members, Indigenous businesses, communities, and companies operating in Canada
- Association-backed publication
- Adaptable interactive advertising
- Measurable results
- Free creative services available

E-NEWSLETTER CONTENT INCLUDES:

- Announcements
- Upcoming CCAB events
- Member profiles
- Certified Aboriginal Businesses
- Progressive Aboriginal Relations™ companies
- Supply Change™ – Aboriginal Procurement Champions - Marketplace
- Research projects
- Nomination & awards opportunities
- Tools and Financing for Aboriginal Business
- Success stories...and more

NEWS:

- CCAB and members in the news
- External industry news

For advertising in CCAB's e-newsletter visit the [media kit on our website](#) or contact Michael Bell at MediaEdge directly, michaelb@mediaedge.ca, or 647-557-3278





CCAB

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Contact:

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Director, Business Development and Strategic Initiatives

E: pmcnab@ccab.com

CCAB is a national member-based organization. Our members include Indigenous businesses, community owned economic development corporations and companies operating in Canada.

Our office, located in Toronto, Ontario, has extensive outreach across the nation and beyond. We are governed by a voluntary Board of Directors that are representative of our membership as patrons, Indigenous business members, and senior industry leaders. The staff is a team of dynamic professionals dedicated to economic reconciliation and growing the Indigenous economy for the benefit of all Canadians.

As a non-partisan/non-profit organization, CCAB is supported through corporate funding, event sponsorship, and membership dues, with some support from government for research and program development. Please contact us regarding individual donations.

Charitable taxation # - 11921 8865 RR0001

www.ccab.com

