

### Inclusive Economic Development

The principles of diversity, equity and inclusion have been incorporated into the development and implementation of Business Friendly Edmonton. These principles become tangible in the following ways:

- Understand and identify systemic barriers business owners may face in accessing City of Edmonton services and resources, and working in partnership with service areas to modify and adjust service delivery;
- Take leadership on Action 3 of the Economic Action Plan (support building capacity and access to resources for entrepreneurs from equity-deserving communities, such as racialized entrepreneurs, and newcomers) by creating tailored supports that address the unique needs of traditionally under-served communities;
- Strengthen partnerships with organizations that serve underrepresented entrepreneurs, and identify opportunities to collaborate on programming;
- Provide public education and customized support aimed at reducing barriers to accessing municipal services, resources such as grant programs, and regulatory information;
- Establish, build and maintain mutually-trusting relationships with community groups and members so that feedback and input from impacted groups can be directly brought into program and project assessment;
- Emphasize and hone skills in empathy;
- Prioritize the collection and organization of disaggregated demographic data to help inform programming, address systemic barriers and understand impact;
- Engage in continual and consistent program evaluation and iteration as data and new insights arise;
- Identify opportunities to leverage and amplify equity outcomes by connecting businesses and organizations looking to increase their environmental, social, and governance criteria; and
- Develop key performance indicators directly linked to equity outcomes, and align actions and activities.