

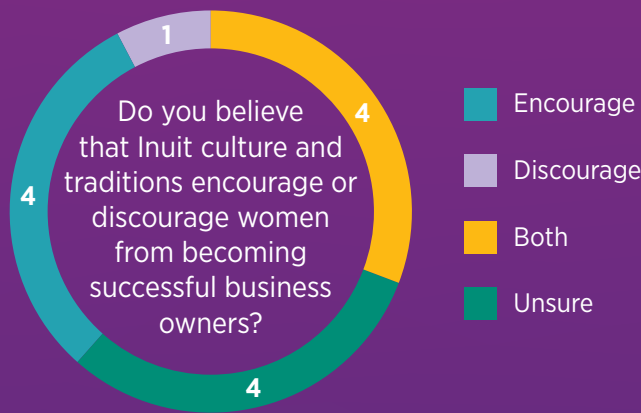
Pauktuutit Inuit Women of Canada: Gender-Based Analysis of Inuit Women-Owned Business

Perspective: Government and Service Providers

This data is from a 2021 study called Gender-Based Analysis of Inuit Women-Owned Business conducted by Pauktuutit Inuit Women of Canada. Interviews were conducted with 30 Inuit Women Business Owners (IWBO), as well as six Economic Development Officers (EDO) and nine Service Providers, to better understand and support the needs, priorities, challenges and gaps for Inuit women's economic development.

Influence of Inuit Culture and Traditions

Service providers feel that Inuit culture and traditions both encourage and discourage IWBOs in different ways.



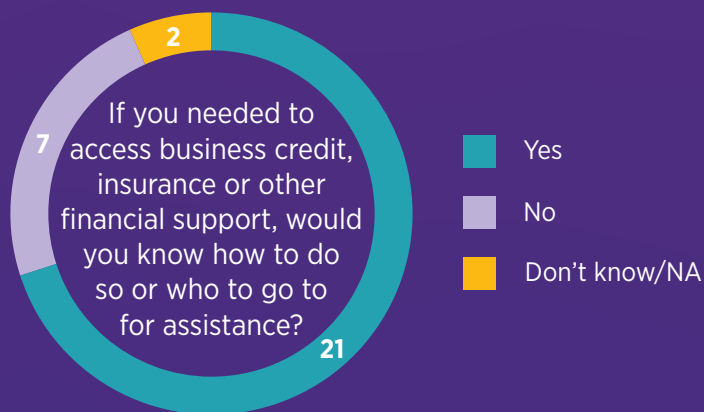
Challenges and Opportunities

Family obligations, connectivity, and high costs of doing business are all identified as common challenges to IWBOs.



Financial Support

Five of the respondents who said they did not know how to access financial support are located outside of Inuit Nunangat, indicating a potential service gap.



Challenges to Inuit Women in Starting or Running a Business

Service providers were asked to rank from a list what the top challenges, or interferences, are to Inuit women in starting or running businesses. The higher the number, the more prominent and frequent the challenge is for Inuit women.



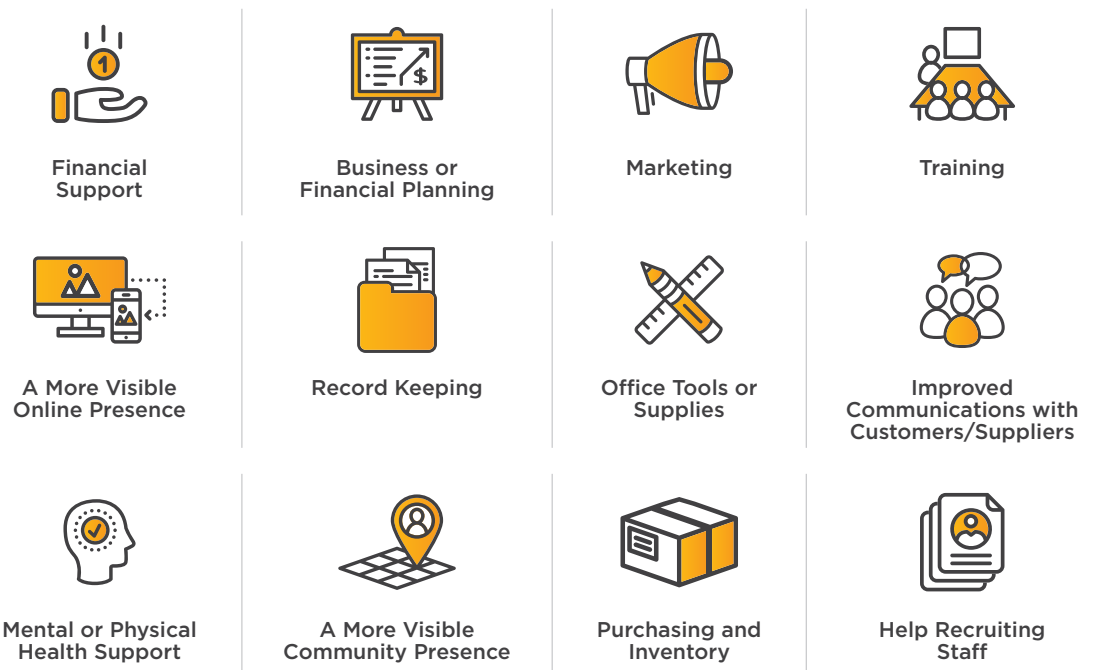
"We're a matriarchal society. So before colonization came, the women took care of thing at home while men were away hunting --- so now 150 years, we're still in charge of home and idea is "take care of things." I think this is true still, they still take care of home, house, everything."

"Yes, most women have children that they put first prioritize; women with families find it harder to go forward in a business idea. Lack of workshops to encourage is another obstacle, workshops on how to become an entrepreneur, how to manage finances, what are the requirements for a business owner and how to market products..."



Support and Resources

IWBOs were asked which resources and supports would benefit their businesses.



"Given the opportunity, they are as successful as any other business. There are several examples of this in the territory. If more of them were to develop a business, the likelihood of them being successful, it would not depend upon whether it was Inuit owned, managed or just a really good business idea. There isn't an impediment for successful Inuit women-owned businesses."

