

Shopify - CEDF / Look North

# E-commerce and Digital Trade for Inclusive Development

Crystal Hunt | November 2020



SHOPIFY

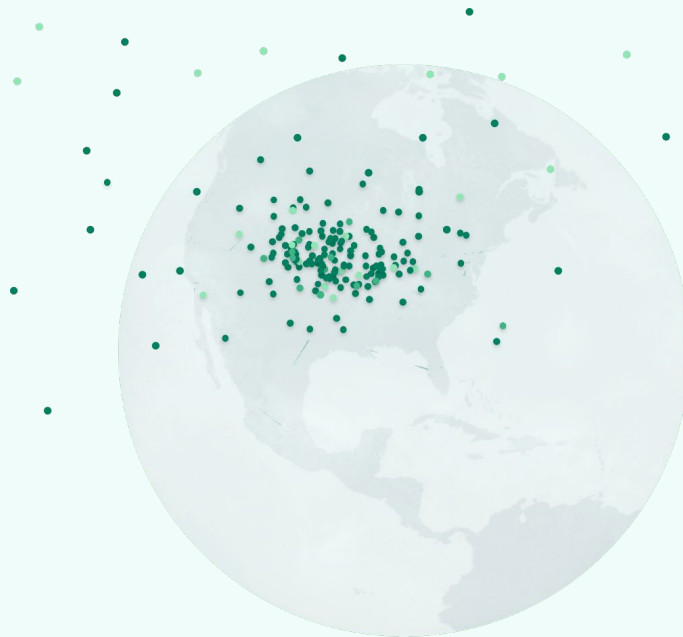
# Land Acknowledgement

An acknowledgement the history and legacy of colonialism of the Indigenous communities on whose land we currently stand



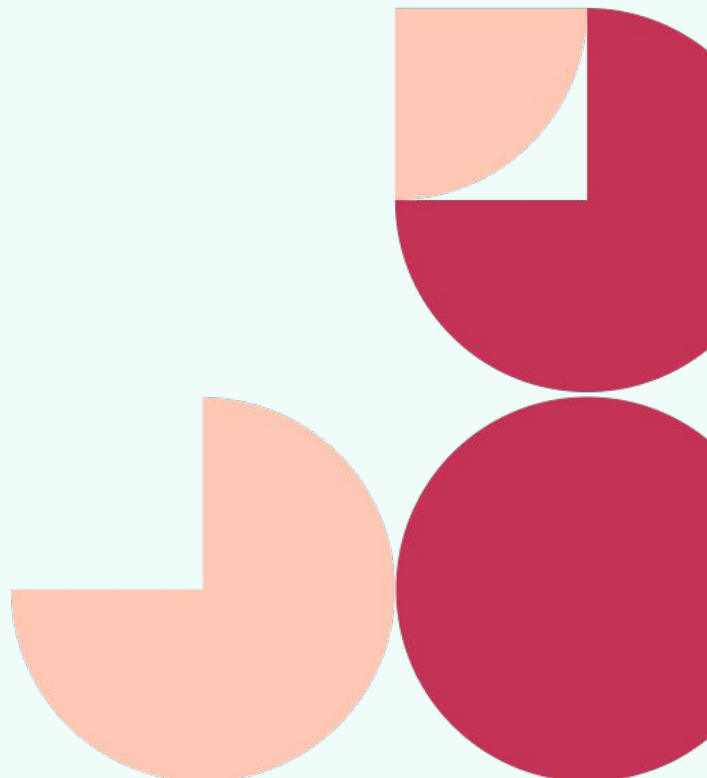
**About us**

**Shopify powers over  
1,000,000 businesses  
worldwide.**



**Shopify's Mission**

**Making commerce better  
for everyone**



**To support inclusive development and ensure economic recovery ecommerce must empower MSMEs and underrepresented communities to start and run businesses that thrive through four major strategies:**

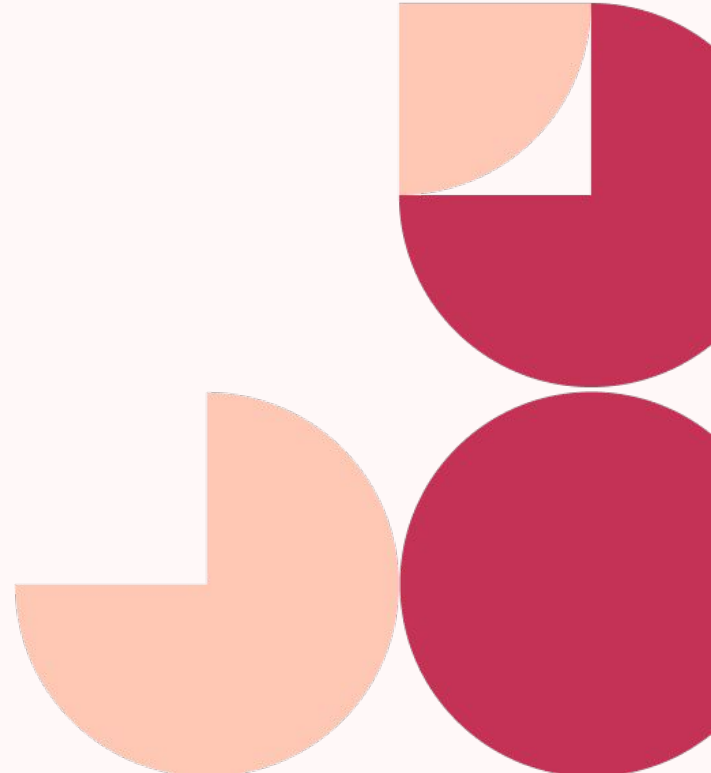
- 1) unique and tailored access to the platform
- 2) inclusive hiring practices
- 3) unique, co-created and culturally relevant education,
- 4) Supporting youth



# Increasing Access: Partnership with Canadian Government

## GoDigital Canada

Shopify is helping to bring Canadian  
Small businesses online and thrive during  
this time of unimaginable disruption



# Inclusive Hiring Practices: Junior Support Advisor Program

This program is geared towards job seekers who face unique barriers to entry into the workforce - specifically, those who identify as belonging to one or more of the following underrepresented groups:

- Indigenous
- Racialized
- New Immigrant / refugee
- Persons with disabilities
- Persons in rural areas / remote communities
- Gender diverse (Women and LGBTQ+)



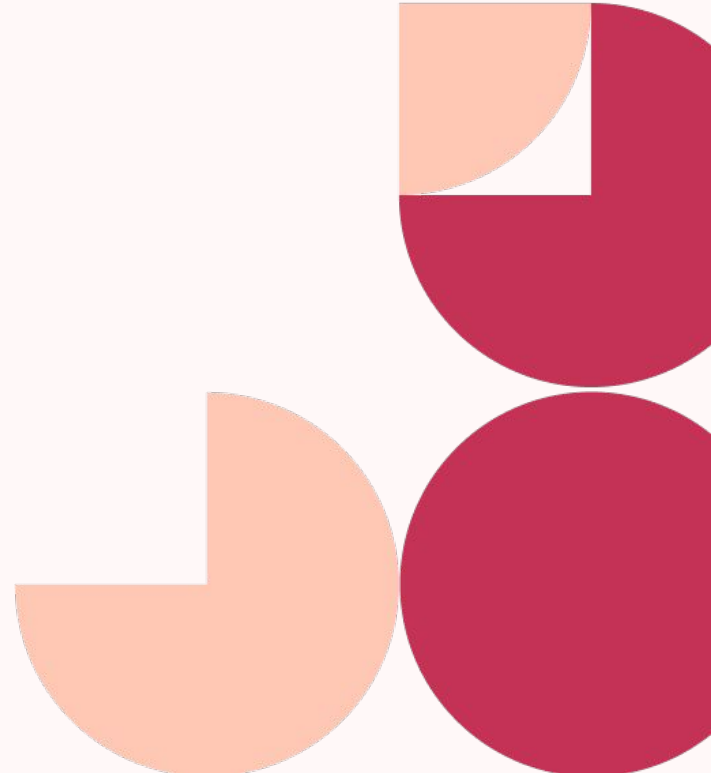
**Inclusive Hiring Practices:  
Partnerships with Community,  
Governments, and  
Not-for-profit Employment  
Agencies**





# Unique access to entrepreneurship tools/services & education in partnership with Academia

Shopify is building a global support system for  
Indigenous and Black entrepreneurs

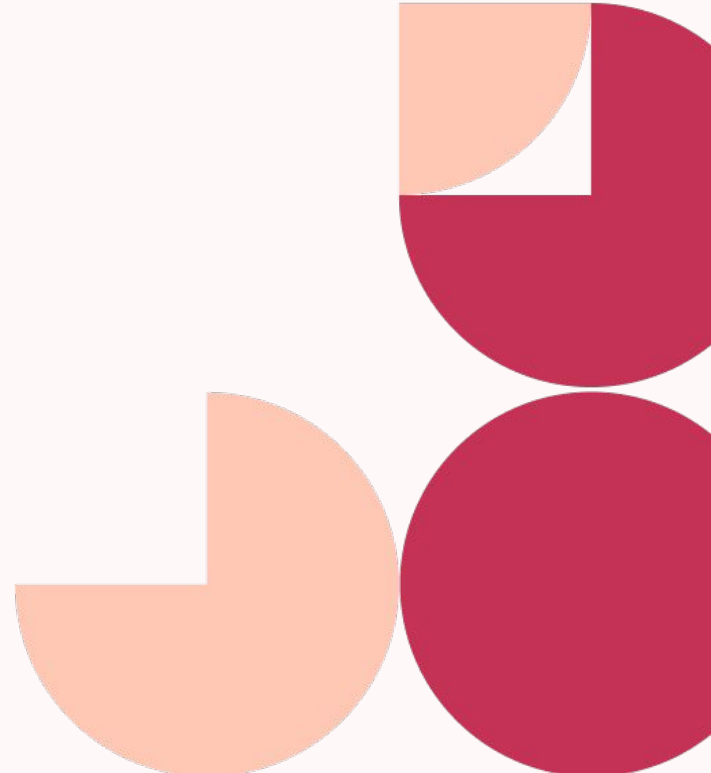


**Shopify and Operation HOPE  
Join Forces To Help Create One  
Million Black-Owned Businesses  
by 2030**

# Creating Partnerships with Academia

## Education for Entrepreneurs

- 1) Local education
- 2) Online education
- 3) Computing education



## Computing Education

2,230

Youth and educators  
engaged (1,700 in 2018)

127

Local events and  
workshops (78 in 2018)

# Global Diversity and Belonging Strategy

The Global Diversity and Belonging Strategy is a **blueprint** and a **call to action** for every single person at Shopify.

# Thank you

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