

Female entrepreneurial voices amplified in Nova Scotia's business sector ^[1]

Two local women-led businesses work to grow their businesses and close the gap as models for female entrepreneurs

Author:

Source: Mirage News

Format: Article

Publication Date: 16 May 2019

AVAILABILITY

Access online ^[2]

EXCERPTS

Supporting women-led organizations to succeed is one of the most effective ways to advance gender equality and help women participate in all aspects of the economy and society. That is why the Government of Canada is advancing women's economic empowerment with the first ever Women Entrepreneurship Strategy, a \$2-billion investment that seeks to double the number of women-owned businesses by 2025.

Today, the Honourable Bernadette Jordan, Minister of Rural Economic Development and Member of Parliament for South Shore – St. Margarets, on behalf of the Honourable Navdeep Bains, Minister of Innovation, Science and Economic Development and Minister responsible for the Atlantic Canada Opportunities Agency (ACOA), announced funding for two local women entrepreneurs to celebrate and share how the federal government is helping women succeed.

Minister Jordan announced an investment of up to \$100,000 in AtlanTick Repellent Products Inc., a business led by Lisa Ali Learning in Mahone Bay, to boost the production of its natural tick repellent products. The funding will enable the company to pursue market opportunities within Canada and internationally as the tick population continues to grow globally and reported cases of Lyme Disease and tick-borne illnesses rise.

Minister Jordan also announced up to \$100,000 for Passive Design Solutions, a business led by Natalie Leonard in Hubley, for marketing activities in national and international markets. The funds will enable the firm to hire key technical and advisory support to increase sales of "passive house" and "net zero" technology for energy efficient home designs.

The Women Entrepreneurship Strategy complements the Government of Canada's efforts to advance gender equality, which include addressing pay equity, providing more affordable childcare and putting an end to gender-based violence.

Read more ^[2]

Related link:

Region: Nova Scotia ^[3]

Source URL (modified on 27 Jan 2022): <https://childcarecanada.org/documents/child-care-news/19/05/female-entrepreneurial-voices-amplified-nova-scotias-business-sector>

Links

[1] <https://childcarecanada.org/documents/child-care-news/19/05/female-entrepreneurial-voices-amplified-nova-scotias-business-sector> ^[2]

<https://www.miragenews.com/female-entrepreneurial-voices-amplified-in-nova-scotia-s-business-sector/> ^[3]

<https://childcarecanada.org/taxonomy/term/7853>