My ReconciliACTION Plan – example for business and reconciliation (92)

Learn and Understand by Getting to know the territory you live in and the communities you serve. Develop a land acknowledgement based on relationships.


Recognize by Amplifying the successes of Indigenous Entrepreneurship and businesses like Animikii or Dreamcatcher Promotions.

Take action by Engaging with Indigenous businesses and suppliers and encouraging management to engage with business-specific training and certification with Canadian Council for Aboriginal Business.


Learn and Understand: Get to know your Treaty territory (or if you’re on unceded land) and the Indigenous communities that you serve and are nearest to you (https://www.whose.land/en/). Develop a new land acknowledgement based on your relationship with Indigenous peoples and communities or the need to develop one.


Recognize: Amplify the successes of Indigenous Entrepreneurship and businesses like Animikii.

Take action:
1. Engage with Indigenous businesses and suppliers like Dreamcatcher Promotions (https://dreamcatcherpromotions.com/).
2. Encourage senior management to engage with business-specific training and certification with Canadian Council for Aboriginal Business or other organizations (https://www.ccab.com/programs/progressive-aboriginal-relations-par/)