

# Women of Ontario Social Enterprise Network



**This case summarizes lessons learned in adopting the GEET+ framework and assessment criteria.**

Operating from 2019 to 2023, the Women of Ontario Social Enterprise Network (Wosen) is a network of social enterprise organizations (Pillar Nonprofit Network, Social Innovation Canada, SVX and NORDIK Institute) working to unleash the entrepreneurial energy and capacity of women\* by building skills, making connections, and providing coaching. The collaborative is dedicated to supporting women entrepreneurs from underserved and underrepresented communities, including Indigenous women, women in rural or remote regions, racialized women, newcomer women, LGBTQ2+, and women with disabilities. Wosen designed a three-day workshop to employ the GEET+ scorecard and inform EDI discussions. Teams of one to three participants then used the scorecard to set goals for future EDI work.

\*"Women" includes ALL women; programming is also inclusive of Two-Spirit and non-binary/genderqueer individuals.

## Outcomes

- GEET+ framework supported comprehensive discussions and debates among programmers, researchers, and practitioners about the principles of EDI and intersectional identities within entrepreneurship education
- The tool provided a common approach to program design and developing shared language for ease of communication
- GEET+ criteria offered users a starting point for program evaluation and helped to identify "blind spots" to be addressed in program development

## Lessons Learned

- GEET+ helps to "set the stage" in the "intersectional spectrum": from the outset, it is important to establish EDI priorities, indicators, and measures
- Users with relatively more awareness and knowledge about EDI scored programs lower than users with less knowledge about EDI principles and practices
- While programs are transient, long-term institutional buy-in is needed to sustain EDI work
- EDI discussions should frame initial program design and not only post-program evaluation
- Self-reporting (with GEET+) needs to be monitored by external advisors or discussed to normalize (to benchmark and clarify scoring)
- Storytelling helps to ground GEET+ concepts and alleviate users' feelings of being overwhelmed by technical and advanced program design language (e.g., GEET+ criteria)

The IEET Research Program acknowledges the participation of all Wosen members who contributed to the GEET+ workshop. We particularly wish to thank Ondine Hogeboom (Flourishing Startups) and Ellen Martin (SoJo) for their insights that informed this case. Learn more about Wosen [here](https://wosen.ca/).

