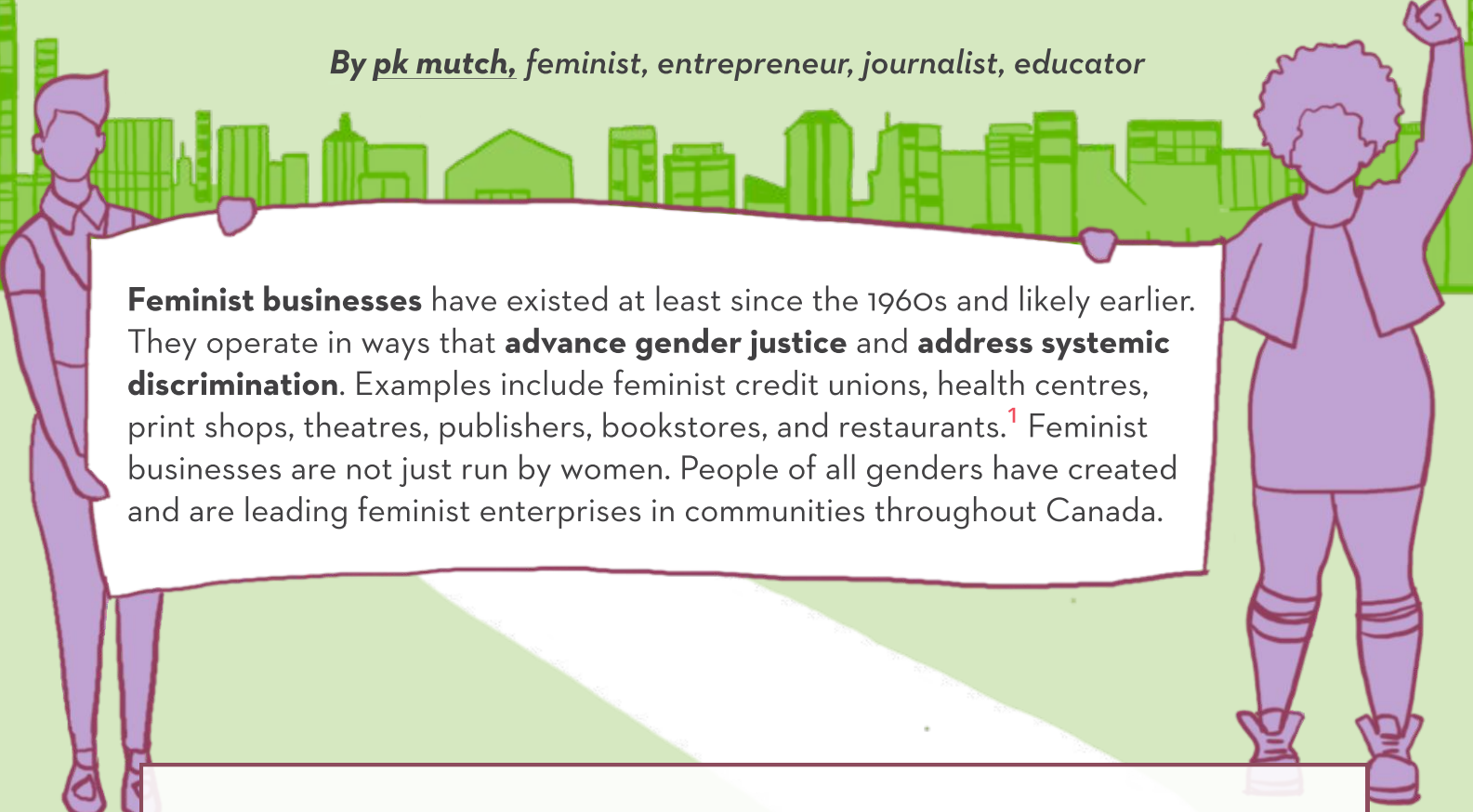


PRINCIPLES OF FEMINIST ENTREPRENEURSHIP

By *pk mutch*, feminist, entrepreneur, journalist, educator



Feminist businesses have existed at least since the 1960s and likely earlier. They operate in ways that **advance gender justice** and **address systemic discrimination**. Examples include feminist credit unions, health centres, print shops, theatres, publishers, bookstores, and restaurants.¹ Feminist businesses are not just run by women. People of all genders have created and are leading feminist enterprises in communities throughout Canada.

1 Feminist entrepreneurs are political. They actively participate in strengthening the thriving intersectional feminist movement. They leverage their economic power, lived experience, and leadership skills to work in solidarity with feminist networks and support grassroots initiatives in their communities.

2 Feminist entrepreneurs care about the impact of their businesses on all life and the planet. They make conscious business decisions about how they use their resources in ways that are non-extractive and non-exploitative, challenging capitalist values of profit at all costs.

3 Feminist entrepreneurs support women and gender-diverse people. They create real opportunities and supportive workplaces for Black, Indigenous, racialized, disabled, trans and queer people, youth, and elders; they won't do business with organizations that exclude or discriminate against them or support anti-feminist causes.

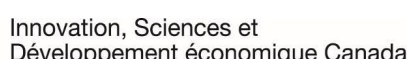
4 Feminist Entrepreneurs stay curious and in touch with feminist research to inform and advance their work. They look beyond business and management schools for guidance on how to run a successful enterprise, valuing the deep contributions of feminist academics to the movement for gender justice – people like Kimberlé Crenshaw, bell hooks, and Angela Davis. They understand how feminist research in areas like leadership, organizational design, and resourcing can benefit and improve their work.

5 Feminist entrepreneurs embed their values, lived experience, and feminist best practices in all parts of their business. They center an ethos of care and shared power into all their work. Their approaches to business governance, decision-making, and problem solving are grounded in feminist values like equity, inclusion, fairness, solidarity, and transparency.

¹ Davis, J (2020). From Head Shops to Whole Foods: The Rise and Fall of Activist Entrepreneurs. Columbia University Press.

Artwork by [Molly Grundy](#)

Funded by:



Partnering for
FEMINIST
ENTREPRENEURSHIP

