

## Maïa Movement

### Preamble

We are undergoing a profound transformation of our economic, social, and organizational models. Value chains are being redefined, corporate expectations are evolving, and performance can no longer be decoupled from impact, equity, and sustainability.

In this context, one reality persists: women entrepreneurs contribute decisively to economic growth, innovation, and territorial vitality. Yet, they continue to face systemic obstacles that limit their access to opportunities, markets, and networks of influence.

Convinced that supporting women entrepreneurs is a strategic lever for collective prosperity, we affirm the necessity for concerted, structured, and sustainable action.

It is in this spirit that the **Maïa Movement** was born a unifying initiative aimed at durably transforming economic practices by placing women, people, and impact at the heart of decision-making.

The exchanges and work led by the Maïa Movement have fostered a clear consensus around the following principles.





# Fundamental Principles of the Maïa Movement.

## The Seven Principles That Drive Us

On behalf of the **Women Business Network of Quebec (RFAQ)**, we affirm our commitment to actively supporting women entrepreneurs and contributing to the sustainable transformation of the economy. Through the Maïa Movement, the RFAQ commits to creating favorable conditions for women's access to economic opportunities, networks of influence, and value chains, while placing people, equity, and impact at the core of every decision. Convinced that collective prosperity requires a more inclusive, responsible, and connected economy, we choose to act with consistency, ambition, and solidarity.

By adhering to this declaration, you commit to recognizing the strategic role of women entrepreneurs in value creation, to actively supporting their access to economic opportunities, and to contributing through your practices and decisions to a more inclusive, high-performing, and sustainable economy. Together, we affirm that systemic change requires concrete, measurable commitments with long-term impact.

1

### Maïa Places **Women and People at the Heart of the Economy**

The economy is, above all, a tool at the service of the people who bring it to life. Women entrepreneurs, their teams, their partners, and their communities constitute a vital asset of our economy.

Their well-being, recognition, and ability to project themselves into the future must guide economic decisions. Signatories of this declaration commit to adopting practices that respect women, value their leadership, and consider the impact of actions taken on future generations.

2

### Supporting Women Entrepreneurs Is an **Economic and Collective Priority**

Supporting women entrepreneurs is neither symbolic nor philanthropic. It is a strategic choice essential to the performance, resilience, equity, and competitiveness of the economy. The Maïa Movement recognizes the existence of structural inequalities that still hinder women's full participation in economic life.

Signatories commit to accompanying women entrepreneurs at every stage of their journey, strengthening their capabilities, fostering their access to business opportunities, and supporting their sustainable growth.

3

### **The Maïa Movement Is **Resolutely Inclusive****

A sustainable economy is one where everyone can participate fully. Maïa is built on recognizing diversity in profiles, backgrounds, and expertise as a major lever for innovation, performance, and value creation.

Signatories commit to actively contributing to the reduction of barriers that exclude women and diverse-led businesses from value chains, decision-making processes, and both public and private markets.

4

### **The Economic Transformation Driven by Maïa Is **Responsible and Sustainable****

Environmental, social, and governance (ESG) issues are intrinsically linked to economic performance. The Maïa Movement is part of a long-term vision where business decisions account for their environmental, social, and societal impact.

Signatories commit to integrating principles of sustainability and responsibility into their practices, particularly regarding procurement, governance, and impact management.

5

### **Maïa Promotes a **Strong, Connected Local Economy Open to the World****

Economic transformation offers a unique opportunity to showcase the local expertise of women entrepreneurs while strengthening their access to national and international markets.

Signatories commit to considering women-led businesses in their procurement strategies, fostering sustainable business relationships, and supporting the reach of these companies in domestic and global markets.

6

### **Maïa Builds the Economy of the Future Through **Innovation and Technology****

The economy of the future relies on knowledge, innovation, and the responsible use of technology. Maïa puts data, artificial intelligence, and innovation at the service of women entrepreneurs to democratize access to information, improve decision-making, and accelerate business development.

Signatories commit to demonstrating boldness, valuing knowledge, and supporting ethical and responsible technological uses.

# 7

## The Success of the Maïa Movement Relies on **Collective Commitment**

The transformation of economic systems requires the active engagement of women entrepreneurs, large corporations, institutions, financial partners, and public policymakers.

Signatories recognize the importance of their role in the success of the Maïa Movement and commit to contributing actively through their actions, decisions, and leadership.

## Engagement

By adhering to this Declaration of Principles, signatories affirm their will to contribute to a **more equitable, performing, and human economy, where supporting women entrepreneurs is recognized as an essential lever for collective prosperity.**

- Sign the Declaration (online form).
- Download the Declaration of Principles.
- Download the Engagement Toolkit.

