

WE ARE TRADES



A CCWESTT PROJECT

Dear _____

I'm writing on behalf of the Canadian Coalition for Women in Engineering, Science, Trades and Technology (CCWESTT) to tell you about the new We Are Trades guide for employers, of which I am an ambassador. This guide was developed by CCWESTT, funded by Women and Gender Equality Canada, and was recently released nationwide.

We Are Trades provides skilled trades employers with actionable steps to establish a safe and inclusive workplace for everyone. We know that Canada's workforce demographics are changing rapidly, and notably in skilled trades. With the challenge of filling significant labour gaps, one obvious and necessary solution is to focus recruitment efforts on traditionally underrepresented groups such as women, new Canadians, Indigenous Canadians, 2SLGBTQIA+ and people with disabilities.

As a woman/women working in trades, I/we would like to see a commitment to a safe and inclusive workplace. In doing so, you signal to us that our wellbeing matters, and you empower other underrepresented people to see themselves in trades.

There are 3 simple steps you can take as an organization, to make a difference:

1. Participate in the We Are Trades initiative. As an organization we can dive into the step-by-step process, and sign the We Are Trades pledge.
2. Share We Are Trades with the entire workplace. Download, print, and put posters in visible locations.
3. Share We Are Trades with our network. Follow CCWESTT on Facebook, Twitter and Instagram to share We Are Trades posts. Be sure to tag them and use the hashtags #WeAreTrades.

As a leader in our industry, we have a tremendous opportunity to impact change. I hope you'll join us and together we can make a big difference. If you require more information or have questions, please feel free to reach out to CCWESTT at info@ccwestt.org.

Thank you for your time and consideration. Together, we can help create safe and inclusive workplaces.