



# Indigenous Economic Reconciliation

Report



# Land Acknowledgment

We acknowledge that the Global Furniture Group's head office is situated on the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples. Global also recognizes that our corporate headquarters are situated on treaty land (treaty 13, the Toronto purchase). Global's showrooms, offices, manufacturing and distribution facilities are located across Turtle Island (North America) on traditional, treaty and unceded territories of First Nations, Inuit & Métis peoples. We understand that while it is important to acknowledge the land, it is only a first step. We acknowledge the harms and mistakes of the past and are committed to moving forward in a spirit of reconciliation and collaboration. We will listen, learn and establish meaningful and respectful partnerships with Indigenous organizations in ways that support our collective prosperity.



## Brochure and Logo Design by Design De Plume

Design de Plume is an Indigenous and women-owned creative agency that harnesses the power of design to amplify Indigenous voices, support marginalized communities, and build a more sustainable, inclusive world for all.



## Our Logo Story

The symbols within Global's Indigenous Strategy logo each represent strength, care, and respect for Indigenous communities across Turtle Island.

### Symbols:

- The Métis sash, a recognizable symbol of the Métis people, illustrates their resilience, pride, and tradition. The sash, commonly used as a belt, is versatile and serves many purposes, including as a rope, a tourniquet, a tumpline, or even a sewing kit—helping to carry and mend.
- The qulliq, or kudlik, is a traditional seal oil lamp used by Inuit Peoples. It symbolizes strength, care, and warmth, traditionally given as a gift.
- The feather, often a symbol of First Nations, represents connection, trust, and strength. A feather can be perceived as a gift from the sky—from the Creator—as a sign of high honor.

# Introduction

## Letter from David Glass, Executive Sponsor



Thank you for taking the time to read our 2025 Indigenous Economic Reconciliation (IER) Report. Since launching our IER Action Plan in 2024, we are proud of the initial steps we have taken. Notably, we have made significant progress toward our preliminary target of 5% of our Canadian revenue generated by Indigenous-owned dealerships and have expanded our employee education and marketing and sales programs to promote reconciliation.

While we celebrate these achievements, we recognize there is still much work to be done in strengthening our ties with Indigenous businesses and communities in the areas where we operate. We continue to build recruitment opportunities and establish meaningful ways to integrate Indigenous representation in our company. Toward this end, we are actively exploring ways to create job opportunities for Indigenous peoples in their own communities.

In the following pages of this report, we provide more detailed information about our progress and the steps we still need to take on our journey toward Economic Reconciliation. I would like to thank our executive leadership, partners, customers, and employees for joining us in these efforts. There is much work ahead, and I am humbled and honored to continue this journey with all of you.

Miigwech (Thank you),

A handwritten signature in black ink, reading "David Glass". The signature is stylized and fluid.

**David Glass**

Senior Vice President, Sales and Marketing  
Global Furniture Group

# Our Methodology: Indigenous Advisory Committee

Our Indigenous Advisory Committee was formed to help Global align with the core goals of National Indigenous Economic Strategy for Canada, to “drive positive change, address longstanding inequities, and help achieve inclusive growth for and with Indigenous communities.” This Strategy guides our initiatives and way forward as we pursue our journey towards reconciliation. Specifically, the Committee has provided valuable counsel on:


- The importance of and appropriate ways of not only understanding but also reconciling with the history of injustices and inequities visited upon the Indigenous Peoples via colonial systems of power.
- How to engage with the diversity of Indigenous communities in a meaningful and respectful way.
- The importance of context and expectations of our Indigenous partners we collaborate with and communities we serve.
- How to incorporate Indigenous identity into our Global Branding Systems.
- Developing a workable and practical plan for economic reconciliation

We continue our strategy of rotating Council members on a yearly basis to ensure a diversity of insights. Toward that end, we thank our retiring member, **Dawn Madahbee Leach**, Chair, National Indigenous Economic Development Board, for her invaluable wisdom and direction provided over the past year. We would also like to thank our returning Committees members, **David Fortin**, Professor, School of Architecture, University of Waterloo and **Darrell Brown**, President, Kisik Clean Energy and Kisik Commercial Furniture, for their continued support.

We welcome our newest member to the committee:

**Jennifer Taback**, RGD, B. Comm Hons  
Co-CEO, she/her/kwe





Jennifer Taback is a member of Shawanaga First Nation and Co-CEO at Design de Plume. She sees herself as a visual translator, helping to bridge connections and use emerging technology to facilitate dialogue, increase understanding, and make some cool stuff along the way. Jennifer currently serves the role of listener, advisor, and strategist on projects that venture into new and unknown territories, while acknowledging the experiences and stories of the past.

Jennifer is Chair of the Indigenous Circle at Cambrian College. She provides thought leadership and public talks on the following subject matter:

- The Stewardship of Stories: Respecting and Sharing Indigenous Narratives
- Beyond Compliance: Cultural Perspectives on True Accessibility and Compliance

Jennifer also judges several design competitions and awards for a more diverse judging panel including:

- The One Club for Creativity “Young Guns 2023”
- Registered Graphic Designers “2025 Branding Awards”

Current accreditations and governance experience:

- Registered Graphic Designer of Canada
- Nickel Basin Federal Development Corporation – Board Member

# Our Pathway toward Economic Reconciliation: Educate, Engage and Advance

## 1. Educate: Any action starts with education.

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### Advancing Reconciliation Courses

In 2024, 190 Global employees completed the 4 Seasons of Reconciliation course developed by the First Nations University of Canada and Reconciliation Canada. This interactive, online course took learners on an illuminative path toward dismantling the colonial point of view that has been taught in the Canadian education system while kickstarting a positive and collaborative relationship between Indigenous and non-Indigenous peoples.

This group is now beginning a second, more in-depth round of learning. Titled Advancing Re(al)conciliation, this on-line learning module is designed to educate through truth telling and inspire action. Our employees will learn about how the past created much of our present experiences and situations, and how present knowledge and relationships can shape the future. After completing the course each learner will be able to:

- identify colonial systems of oppression.
- identify how identity was shaped by colonialism.
- identify why we are limited in our understanding of Indigeneity and settler colonialism.
- create and enact new understandings and relationships with Indigenous peoples.
- recognize the value of local Indigenous perspectives and approaches to healthy education and economic relationships and activities.



## Canadian Council for Indigenous Business (CCIB) Webinars

As members of the CCIB, we have access to a variety of training and events to help us further our understanding of best practices for advancing reconciliation. The first event our marketing department is attending is Partnering with Purpose. Led by Stephen Berna, Managing Director and Head of Indigenous Relations at National Bank, the webinar will discuss how to build and sustain meaningful relationships with Indigenous communities that can support economic policies and reconciliation goals.

## Land Acknowledgments

Our land acknowledgment statement is a crucial first step in recognizing the significance of the land and its connection to the First Peoples of Canada. It expresses our respect for the Indigenous peoples who have cared for and nurtured the land for countless generations. This acknowledgment specifically highlights the location of our head office and primary manufacturing campus in Toronto, including the installation of plaques within our showroom to enhance awareness.

For a land acknowledgment to be meaningful, it must be delivered with purpose and authenticity. As we have offices and showrooms across Turtle Island, we are completing land acknowledgments suitable for each of our offices and showrooms across Canada. Additionally, we are providing guidance and training for our leadership on best practices for making land acknowledgments, including when and how to deliver them, to further our reconciliation journey.

## 2. Engage: Ways we will foster inclusion and drive positive change.

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### Reflection and Learning

To further our lunch-and-learn initiative, we have planned a series of events for our employees and dealer partners to provide education and opportunities around pathways to Economic Reconciliation. Two upcoming lunch-and-learns include:

- A presentation by our Indigenous Advisory Committee member, David Fortin. David will explore the importance of “Indigenous Design in the Production of Stuff.” He will share with participants how the design and manufacturing process can be used as a tool to give agency back to Indigenous Peoples.
- An interactive and insightful presentation by Destiny Seymour (Anishinaabe), an interior designer who recently completed the refresh of Global’s Winnipeg showroom. Destiny will guide participants through her vision and mission for the showroom design, explaining how she wove Indigenous and Western design methodologies throughout the space.



## Recruitment

We have integrated several initiatives into our recruitment strategy to attract potential Indigenous job candidates and enhance Indigenous representation within Global's Workforce. These initiatives include:

- Developing a strategy that enables remote work opportunities from within Indigenous communities.
- Creating a pipeline of potential Indigenous employees by finding opportunities to post on Indigenous directed job sites.

## Miziwe Biik Partnership

We are working with Miziwe Biik to connect in-person and remote job opportunities with potential candidates from the local Indigenous community. "Miziwe Biik," which means "water all around us" and symbolizes the ripple effect, addresses the employment and training needs of Indigenous Peoples in the Greater Toronto Area. In addition, we will offer coaching and mentoring services to Miziwe Biik candidates to enhance their success in applying for Global positions as well as any other job opportunities, ensuring they achieve their goals.



## Community Engagement

To deepen our understanding of Indigenous culture, we are publishing a yearly Calendar of Events that highlights Indigenous cultural activities in which our employees are encouraged to participate. This initiative will not only raise awareness of the challenges faced by Indigenous communities but will also help build and strengthen meaningful relationships with our local Indigenous populations.



### 3. Advance: Our actions toward Economic Reconciliation.

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#### Partnerships + Revenue Generation

We continue to strengthen and expand our network of Indigenous-owned dealerships. Our initial goal is for the business generated from this network to account for 5% of our total Canadian revenue. Currently, we are 90% on the way toward achieving this target. To ensure accountability, we will track our progress through monthly reports. Once we reach our initial goal, we plan to set new and more ambitious targets for 2026 and beyond. Additionally, we have partnered with four more Indigenous dealerships, bringing our total to 12 dealerships across Canada. We have also added a filter on the Global Canada website, which allows visitors to easily find Indigenous dealerships in their area.

#### Indigenous Dealership Council

We are proud to announce the establishment of an Indigenous Owned Dealer Council, the first of its kind in our industry. The inaugural meeting will take place in Winnipeg, Canada, in October 2025. The mission of the Council is to:

- Identify and remove obstacles faced by Indigenous-owned dealerships in advancing their businesses.
- Share best practices to enhance knowledge and professionalism among Council members and the broader Indigenous-owned network
- Identify the products, sales, and marketing tools needed to forge stronger economic partnerships.
- Begin the process of defining an optimal strategy for raising funds to support local Indigenous communities.

#### Indigenous Procurement Plan

Our Indigenous Procurement Plan outlines the steps toward establishing successful partnerships within our supply chain and increase procurement spending with Indigenous suppliers. Key initiatives include:

- Membership in the Canadian Council for Aboriginal Business (CCIB):
  - The CCIB builds bridges between Indigenous and non-Indigenous peoples, businesses, and communities through diverse programming. It provides tools, training, network building, major awards, and national events, all focused on increasing Indigenous inclusion in the Canadian economy.
- Incorporation of Indigenous Representation in Sales and Marketing Materials

- Utilization of Indigenous Businesses for Hospitality Programming:
  - Engaging Indigenous catering and promotional companies for our offices and showrooms across Canada, ensuring that Indigenous flavors, voices, and representation are prominent in the hospitality experience.

## Kebaonish

### Kebaonish

Indigenous women owned tea company



### Dashmaawaan Bemaadzinjin

Catering



### Dreamcatcher Promotions

Promotional items



### Design De Plume

Branding, Design, and Communications



### INDIGO ARROWS

### Indigo Arrows

Showroom design consultation

We are also tracking our expenditures with Indigenous owned suppliers and expenditures to ensure accountability and progress. Our next steps include developing a company-wide communications strategy that provides parameters and guidance for supporting Indigenous procurement. We will also review our marketing materials to identify opportunities for prioritizing Indigenous representation and increasing awareness of Indigenous cultural representation.

## Indigenous Informed Product Design

We are excited to partner with Indigenous designer Jennifer Taback to create a line of culturally appropriate products that truly resonate with diverse communities. Our first initiative focuses on a curated collection of healing tables, thoughtfully designed with the principles of Indigeneity, inclusivity, diversity, equity, accessibility, and sustainability in mind. Jennifer highlights the importance of starting the design and development process with a foundation in Indigeneity, ensuring that this furniture not only serves its purpose but also meets the needs of individuals who have historically been underrepresented in product design.

Close:

# The Road Forward

A message from Stephanie Westover,  
IER Champion



Thank you for taking the time to read this report. I am both humbled and honored to be part of this journey toward reconciliation. My role in the field is to help amplify our efforts by making reconciliation a cultural priority throughout our company. I will ensure that everyone at Global has the opportunity to learn about reconciliation and the legacy of social and economic injustice, isolation, and collective trauma experienced by Indigenous Peoples of Canada. Real progress begins when knowledge is shared, and engagement is conducted authentically. With this goal in mind, I am excited to extend our educational programs to enhance our collective understanding.

I am constantly aware of the role we can play in promoting reconciliation. We possess skills and knowledge that can benefit Indigenous communities. Our next step is to formalize this process through structured business mentoring and development programs. These programs will connect Indigenous-owned dealerships and individuals with a range of opportunities across our three verticals: workplace, healthcare, and education. While these are initial steps, they represent meaningful contributions to the processes of learning, healing, and growing together.

As always,

A handwritten signature in black ink, appearing to read 'Step Westover', written in a cursive style.

**Stephanie Westover**

Director, Ottawa Region and National Government Sales, Indigenous Affairs



Please visit us at [globalfurnituregroup.com](https://globalfurnituregroup.com).

The logo and design for Global Furniture Group's Indigenous Strategy was created by Design de Plume, an Indigenous and women-owned creative agency that specializes in inclusive and accessible solutions.

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