



Artemis Project Targets Success:

Women Entrepreneurs Attract Interest from Major Mining Companies

BY HEATHER GAMBLE, CEO, ARTEMIS PROJECT

It was about four years ago. A group of colleagues from Deloitte, Women on the Move, and Barrick Gold began talking about whether there could be an enduring place for female-owned businesses in mining. We wondered why their contributions seemed to have been limited to very narrow parts of the business. Were there other skills and strengths that women could contribute? Maybe some that they were uniquely positioned to offer? Would the sector go for it and support it? Why? Why not?

As we fleshed out the topic more, we realized that we were defining in on one common goal. We all wanted to find a way to actually “drive” successful

business outcomes for two groups that needed to come together: Mining and metals companies, and women-owned entrepreneurial businesses that wanted the opportunity to obtain work that mining organizations routinely fill through their supply chains.

Like most who have a new and revolutionary idea, I received feedback from some naysayers when I said I wanted to develop an association of women entrepreneurs to be a real presence in the mining supply chain. I admit that the first objection did give me pause for a second or two. Would I be able to find enough women-owned businesses with the right service solutions to make progressive change in the industry and at the same time attract

interest from mid and first tier mining organizations? I believed I could.

The second challenge that gave me a little more pause was whether the sector would be prepared to go “all in” with respect to diversity and throw its support our way. I believed they would. I was right on both counts.

Agile, adaptable, and assertive

Artemis Project is a new way for companies in the mining and metals sector to access new entrepreneurial talent and address the industry’s gender gap holistically. It’s talent of a particular sort; talent that brings new, truly innovative ideas and approaches, and advances corporate environmental, social, and governance



Noella Liliou, Hermes Gnoumou, and Elizabeth Freele after touring the Yaramoko gold mine, located in the province of Balé in southwestern Burkina Faso.



During PDAC 2020, Alicia Woods, Jill Newell, and Kari Lentowicz (Artemis Project participants) discussed the importance of diversity, inclusivity, and proper PPE for women within mine rescue teams.

(ESG) with a broad-based collaborative framework.

Until recently, it has been difficult for mining and metals companies to seek out, qualify, and establish relationships with premium women entrepreneurs. When I began working on Artemis Project I discovered there was significantly fewer women-owned businesses. Those that do exist tend to have lower profiles, because they are, by definition,

entrepreneurial and newer. Add to this mining's global footprint, remote work sites, and a history of traditional supply networks. It's easy to see why these two groups had never really connected.

Prior to Artemis Project, women-owned businesses were often isolated. They found it difficult to gain visibility and establish their reputations. It was virtually impossible to break into well-established supply and value chains

at executive levels. Traditionally, that is where the decisions about suppliers were being made.

Our first step was to give women-owned businesses in mining a systematic, effective way to connect and explore business opportunities with leading progressive mining organizations. We knew that with the right process and sponsors, Artemis Project could increase their visibility. We had to be the catalyst,

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the connection between these talented women and C-suite mining executives who had the vision and the power to advance innovation, sustainability, and diversity.

Today, we don't have to make the case for diversity in mining. Virtually every company we talk to is convinced of its benefits. They are enthusiastic to find a qualified, verified group of suppliers that meet their procurement needs and assist them in reaching their diversity targets, too. Traditionally, the sector has invested less than one per cent of its procurement spending with women-owned businesses. A significant opportunity exists for mining companies to tap into a fast-track of innovation, diversity, and sustainability.

The work continues to grow; as a bi-product of our core work with women-owned businesses we discovered that female mining engineering graduates in Chile were experiencing difficulties finding their first career opportunity. Given the need for more females in STEM, and the compassion we felt towards these young graduates, we saw an opportunity. Out of this, Artemisa was created to offer mentorship, help with cultural adjustment, and provide support.

Back to our core work, over the course of 2021, Artemis Project has grown by 200 per cent to include more than 75 award-winning women who are natural and social scientists, engineers, and technologists. They operate independent businesses that offer a broad range of services and products from mine to market. Collectively, we have over 1,000 years of global operational experience, providing a broad spectrum of solutions that run the gamut from ESG to tailings management to investor communications. In less than four years, Artemis Project has grown to include chapters in Canada, Chile, and Brazil. In 2023, expansion is planned for Quebec, Peru, and Argentina.

Not only are Artemis Project members leading change through their solutions and products, they are driving fundamental shifts in how business is done. They represent and espouse values around the United

Nations Sustainable Development Goals (UN SDG), B Corps, and social enterprise leadership principles and practices. So far, our project is the ONLY mining-supplier organization that teaches, trains, and implements UN SDG adoption with every women-owned business.

I couldn't be prouder of what we've created. Artemis Project companies are some of the most amazing entrepreneurs on the planet. Every mining company needs this injection of entrepreneurial agility, adaptability, and assertiveness

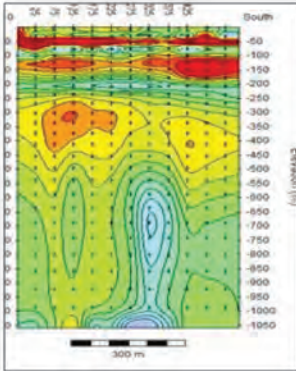
if it is to meet the challenges facing the sector today, and in the years ahead. **M**

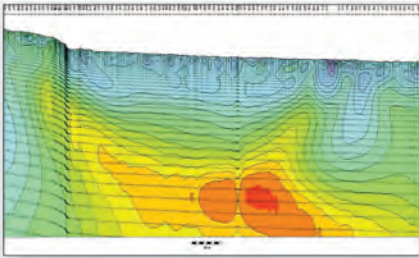
FROM RENTING HER FIRST VENUE WHERE SHE SPOKE ABOUT WOMEN'S EMPOWERMENT IN 2011, TO NOW, WHERE SHE LEADS A COMMUNITY OF PREMIUM FEMALE ENTREPRENEURS IN CANADA, HEATHER GAMBLE IS ONE OF CANADA'S LEADERS FOR THE ADVANCEMENT OF WOMEN THROUGH ENTREPRENEURSHIP. HER MISSION IS TO CREATE POSITIVE SYSTEMIC OUTCOMES BETWEEN FEMALE ENTREPRENEURS IN STEM AND LARGE INDUSTRY BUSINESS PARTNERS THAT WATERFALLS TO MULTI-STAKEHOLDER WEALTH CREATION.


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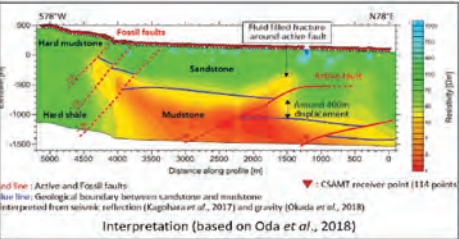
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