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Dear Business Owner,

Re: Protecting your business

Small businesses (1-19 employees) are important to Canada, employing two out of every three Canadians, or 64% of all jobs, and medium-sized businesses (20-99 employees) provide a further 21% of Canadian jobs¹. Clearly, small and medium-sized businesses are the backbone of our economy - the key ingredient to our high standard of living in Canada. Incredibly though, these very businesses are under attack by our own government, and so is our quality of life.

In spring 2020, during the first three months of the COVID-19 'pandemic', and as a result of mandates and lockdowns, almost 100,000² small and medium-sized business permanently closed their doors. That number then almost doubled within six months³. The businesses that managed to survive face huge lockdown debts, with the majority of small businesses owing an average of \$170K⁴. While small businesses and even churches were intimidated into closing, big-box chain stores stayed open. Why? Could it be a way to crush the livelihoods derived from independence? Big-box chain stores are also more easily controlled by the government than thousands of independent small businesses and in turn this gives the government greater control over its citizens and is a massive step toward implementing a Social Credit System through the use of Central Bank Digital Currency (CBDC).

So why and how did this happen?

Over decades, a small group of global non-governmental elites, such as the United Nations and the World Economic Forum⁵, have strategically carried out their agenda to influence nations throughout the world in order to create a global government through the selection and grooming of 'young global leaders'⁶ who were then positioned as heads of nations. Justin Trudeau is one such leader who is fully cooperating with the WEF and aggressively implementing their plan in Canada. This agenda includes control of Canada's financial and economic affairs.^{7 8} The COVID pandemic provided the perfect opportunity for them to accelerate this agenda. What we are now witnessing is the largest wealth transfer in the history of the world.

The globalists also have launched very aggressive, yet unrealistic, socialist programs that demands adoption of their ideologies, by not only the public but also businesses, with grave consequences should they not comply. This is intended to further cripple small businesses and drive them out of the market.

Examples of these programs are the: 17 Sustainable Development Goals⁹ (SDG's): Environmental, Social & Governance¹⁰ (ESG) framework; Diversity Equity and Inclusion¹¹ (DEI) policy; Central Bank Digital Currency¹² (CBDC); and 15 Minute/SMART/C40 Cities¹³.

¹ Tam, Sood and Johnson, Statistics Canada, Impacts of COVID on Small Business in Canada, Jun 2021, [Impact of COVID-19 on small businesses in Canada, second quarter of 2021 \(statcan.gc.ca\)](https://www150.statcan.gc.ca/n1/pub/26-669-x/2021001/article/00001-eng.htm)

² Danny Leung, Statistics Canada, Characteristics of businesses that closed during the COVID 19 pandemic in 2020, [Characteristics of businesses that closed during the COVID-19 pandemic in 2020 \(statcan.gc.ca\)](https://www150.statcan.gc.ca/n1/pub/26-669-x/2021001/article/00001-eng.htm)

³ Canadian Federation of Independent Business (on CBC), Jan

⁴ 2021 Canadian Federation of Independent Business, Feb 2021, [Canada's small businesses now collectively owe over \\$135 billion as a result of the pandemic | CFIB \(cfib-fcei.ca\)](https://www.cfib-fcei.ca/en/2021/02/canada-s-small-businesses-now-collectively-owe-over-135-billion-as-a-result-of-the-pandemic)

⁵ <https://action4canada.com/world-economic-forum/>

⁶ <https://www.younggloballeaders.org/>

⁷ QUARTZ, Dec 2021, <https://qz.com/2102889/the-who-is-too-dependent-on-gates-foundation-donations>

⁸ EuroNews, Feb 2023, <https://www.euronews.com/next/2023/02/03/how-is-the-world-health-organization-funded-and-why-does-it-rely-so-much-on-bill-gates>

⁹ <https://action4canada.com/agenda-2030-powerpoint-presentation/>

¹⁰ ; <https://www.fraserinstitute.org/sites/default/files/ESG-myths-realities-ESG-is-mainly-top-down-planning-by-elites.pdf>

¹¹ <https://www.weforum.org/agenda/2023/01/dei-lighthouse-programme-heres-what-works-for-diversity-equity-inclusion-davos-2023/>

¹² <https://www.thepulse.one/p/the-biggest-threat-to-our-freedom>

¹³ <https://action4canada.com/c40-cities/>

- ESG is a series of harmful¹⁴ criteria being used as a social credit scoring system to determine how businesses are managing their day-to-day operations. The system rates a variety of factors within each criterion then combines them to derive an ESG score. This score is currently used to “help” investors identify “sustainable companies” ie those who are compliant with government policies. The program includes Climate Change propaganda to enforce unjustified and unattainable environmental compliance as well incentives to hire immigrants as employees over Canadian citizens, or individuals based on their gender identity or disabilities, rather than their qualifications. Companies with high scores get access to credit, government funding and other favourable treatments. This has little to do with the competitive world of business as it is driven by weaponizing political, social and environmental agendas. Global investors are using ESG to manipulate the markets, devalue companies, reduce competition, change societal norms and destroy small business in favour of developing large controllable corporations. However, there are growing reports¹⁵ of businesses who implemented ESGs now abandoning this failed agenda.
- The DEI policy claims to “seek to promote the fair treatment and full participation of all people”. Businesses are instructed to specifically hire people who the globalists claim have been historically underrepresented because of discrimination on the basis of their gender identity and sexual orientation (lesbian, gay, bi-sexual, transgender or queer), race or disability. DEI has nothing to do with merit or employee performance, so it is actually anti-business. Moreover, it discriminates against people who are truly qualified, but fall outside of these subjective criteria.
- Digital ID and CBDC’s are two related initiatives. Digital IDs assign people a number that attaches to their personal information in a public database. CBDC is digital money, similar to cryptocurrency, that will replace paper money. But unlike cryptocurrencies which are decentralized and private, CBDCs are not. CBDCs are completely owned and controlled by governments. Meaning governments would hold your wallet, your money, and have access to all of your banking information, including every transaction in your daily life, and giving them the ability to control your finances and freeze your accounts at any time if you are not reaching your environment or social governance goals. No cash, no freedom.
- The 15 Minute/SMART/C40 Cities initiatives are part of the agenda to gain full control of every aspect of our lives. Municipalities are adopting plans to carve their cities into zones - clusters of neighbourhoods. Residents will be restricted from travelling outside their sector and will be expected to walk, cycle or use public transit within their zone. The government claims the aim is to reduce greenhouse gases to fight Climate Change, but it is a control measure that will negatively impact businesses reliant on wide-ranging clientele. Many businesses, including manufacturers and the service sector, will be closed as goods and services become intentionally restricted or obsolete.

Take a closer look at how government, banks and big business are seducing you. The promise of benefits will hurt your business and sideline you as the operator. These programs are part of a globalist agenda that is not good for your business nor do they benefit the planet or society. Please consider all of the ramifications before applying for, or accepting, any government grants or financial incentives that are conditional upon your compliance to this globalist agenda. View the following A4C resource page to help educate you further on how you can protect your business:

<https://action4canada.com/business-resources>

Action4Canada is a not-for-profit organization whose purpose is to protect and preserve a free and prosperous Canada. We are working hard on behalf of all Canadians and seeking support from generous donors who value their rights and freedoms and who see that more of the same government overreach will destroy our businesses, our families, and our communities. **There are several ways to donate:** Online at: action4canada.com/donate; by Cheque Payable to: Action4Canada Inc. (address above); or by E-transfer: callto@action4canada.com

Thank you, and if you would like to discuss this matter further please email: callto@action4canada.com

God Keep Our Land Glorious and Free

¹⁴ <https://adflegal.org/article/what-are-esg-policies-and-why-are-they-harmful>

¹⁵ <https://www.westernstandard.news/business/esg-investors-running-for-the-exits-as-climate-priorities-wane/50433>