

# #WelcomingEconomy for Refugees

## Campaign Toolkit

This toolkit is a collection of key messages, drafts, and templates designed to assist **#WelcomingEconomy for Refugees** campaign partners and stakeholders in promoting campaign messages. This toolkit includes:

- Target Audiences
- Key Messaging
- Draft Social Media Posts
- Digital Assets
- Templates

All these assets are meant to support your organization's communications. Please edit and adapt this kit to align with your own brand's tone and voice.

### Target Audiences

Canadian employers, including:

Primary:

- Canadian employers: private, public and non-profit
- Business leaders, including entrepreneurs
- Small business owners
- Medium-sized business owners
- HR professionals
- DEI specialists

Secondary:

- Immigrant-serving organizations
- Employment agencies
- Workforce development and planning professionals

### Key Messaging

**About hiring refugee talent:**

- Refugees have skills, experience and competencies that contribute greatly to Canada's workforce.
- Canada faces a long-term talent shortage as the country's birth rate remains low and millions are retiring out of the workforce every year. Refugees will fuel population and economic growth.

- Immigration—which includes refugees—is expected to account for 100% of net labour force growth in the coming years.
- Almost half of all newly arrived refugees (2011-2016 Census) live in smaller cities and towns, filling critical talent and labour gaps in these regions.<sup>1</sup>
- Businesses that hire refugee talent are:<sup>2</sup>
  - More innovative and resilient
  - Better able to meet the needs of and expand to diverse consumers
  - More likely to expand into global markets

**About the Refugee Jobs Agenda Roundtable:**

- The campaign has been launched by a coalition of organizations and coordinated by the Refugee Jobs Agenda Roundtable.
- Co-Chaired by Senator Ratna Omidvar and Darrell Pinto, the Roundtable brings together over 100 members to plan and execute practical, employment-focused initiatives to support the connection of refugees to employment opportunities.

**Drafts: Social Media Posts**

**Scheduled posts**

Date	Time	Twitter	LinkedIn/Facebook
Thursday, May 12  (Campaign Launch)	12:00 p.m. EDT	[Campaign partner Name] is launching today the #WelcomingEconomy for Refugees, a campaign focused on encouraging businesses to hire #refugeetalent. [Campaign partner name] and 83 organizations have come together to promote inclusive hiring practices by highlighting the contributions of refugees. Learn more: <a href="https://welcomingeconomy.ca/">https://welcomingeconomy.ca/</a>	Today [Campaign partner Name] is excited to announce the launch of the #WelcomingEconomy for Refugees, a campaign focused on encouraging businesses to hire refugee talent.  The campaign is organized by the Refugee Jobs Agenda Roundtable, an initiative that
	9:00 a.m. PDT		
	1:00 p.m. ADT		

<sup>1</sup> <https://www.unhcr.ca/in-canada/refugees-in-canada/>

<sup>2</sup> [https://www.tent.org/wp-content/uploads/2021/09/Tent-Open-RefugeesWork\\_VFINAL-singlepages.pdf](https://www.tent.org/wp-content/uploads/2021/09/Tent-Open-RefugeesWork_VFINAL-singlepages.pdf)

			<p>brings together 83 members, including individuals and organizations working to promote inclusive hiring practices to increase refugees' access to employment opportunities.</p> <p>Learn more about the #WelcomingEconomy for Refugees campaign here: <a href="https://welcomingeconomy.ca/">https://welcomingeconomy.ca/</a></p> <p>#RefugeeTalent #HireRefugees</p>
<p>Monday, May 16</p> <p>Video #1</p>	<p>11:30 a.m. EDT</p> <p>8:30 a.m. PDT</p> <p>12:30 p.m. ADT</p>	<p><b>[Twitter Thread]</b></p> <p><b>Post 1/2</b> In the next weeks we'll be sharing a series of videos showcasing successful initiatives on hiring refugee talent. #WelcomingEconomy 1/2</p> <p><b>Post 2/2</b> We kick off the series by spotlighting @DanbyAppliance's CEO @JimEstill. He spoke with Senator @ratnaomi on the importance of supporting refugees. Watch here: <a href="https://welcomingeconomy.ca/">https://welcomingeconomy.ca/</a> #WelcomingEconomy 2/2</p>	<p>In the coming weeks, we'll be sharing videos showcasing successful initiatives from Canadian employers hiring refugee talent. #WelcomingEconomy</p> <p>We kick off the series today by spotlighting Danby Appliance's CEO Jim Estill. In an interview with The Honourable Ratna Omidvar, he spoke on the importance of providing employment opportunities to refugees.</p> <p>Watch the video and learn more about the #WelcomingEconomy for Refugees campaign here: <a href="https://welcomingeconomy.ca/">https://welcomingeconomy.ca/</a> #RefugeeTalent #HireRefugees</p>
<p>Tuesday, May 24</p>	<p>12:30 p.m. EDT</p>	<p>Today we're spotlighting @BonfireHub in the series of</p>	<p>In the second video from the #WelcomingEconomy for</p>

<p>Video #2</p>	<p>9:30 a.m. PDT 1:30 p.m. ADT</p>	<p>videos for the #WelcomingEconomy for Refugees. Watch @BonfireHub CEO Omar Salaymeh speaking on how the company partnered with @TBBforTalent and @JumpstartCND to hire refugee talent. Watch here: <a href="https://welcomingeconomy.ca/">https://welcomingeconomy.ca/</a></p>	<p>Refugees, we spotlight @BonfireHub.</p> <p>CEO Omar Salaymeh speaks on the partnership between the company and Talent Beyond Boundaries and Jumpstart Refugee Talent to hire refugee talent.</p> <p>Watch the video and learn more about the #WelcomingEconomy for Refugees campaign here: <a href="https://welcomingeconomy.ca/">https://welcomingeconomy.ca/</a></p> <p>#RefugeeTalent #HireRefugees</p>
<p>Monday, May 30</p> <p>Video #3</p>	<p>1:00 p.m. EDT 10:00 a.m. PDT 2:30 p.m. ADT</p>	<p>In the new video from the #WelcomingEconomy for Refugees series, we spotlight @StarbucksCanada. In 2019, they hosted the first-ever refugee hiring event. The company's Head of Social Impact shares the positive outcome of the initiative. Watch here: <a href="https://welcomingeconomy.ca/">https://welcomingeconomy.ca/</a></p>	<p>The third video of the #WelcomingEconomy for Refugees series spotlights Starbucks Canada. In 2019, the company partnered with the Refugee Jobs Agenda Roundtable coalition to host the first-of-its-kind refugee hiring.</p> <p>Ross Anderson Head of Social Impact from Starbucks Canada shares the positive outcome from this initiative.</p> <p>Watch the video and learn more about the #WelcomingEconomy for Refugees campaign here: <a href="https://welcomingeconomy.ca/">https://welcomingeconomy.ca/</a></p> <p>#RefugeeTalent #HireRefugees</p>

<p style="text-align: center;"><b>Refugee Awareness Month</b></p> <p style="text-align: center;">Wednesday, June 1</p> <p style="text-align: center;">Video #4</p>	<p>10:00 a.m. EDT</p> <p>7:00 a.m. PDT</p> <p>11:00 a.m. ADT</p>	<p><b>[Twitter Thread]</b></p> <p><b>Post 1</b> June is Refugee Awareness Month, an event that raises awareness on universal human rights and the right to freedom to more than 84 million refugees and displaced individuals worldwide. #WithRefugees 1/3</p> <p><b>Post 2</b> As a partner member of the Refugees Jobs Agenda Roundtable, [Campaign partner Name] is committed to improve employment-focused initiatives to support #refugees succeed, like @Tareq_Haddad. #WelcomingEconomy 2/3</p> <p><b>Post 3</b> In today's the #WelcomingEconomy for Refugees video, @Peacebychoco's Founder talks about how refugees can contribute to local economies. Watch here: <a href="https://welcomingeconomy.ca/">https://welcomingeconomy.ca/</a> 3/3 #WithRefugees</p>	<p>June is Refugee Awareness Month, an event that raises awareness on universal human rights and the right to freedom to more than 84 million refugees and displaced individuals worldwide.</p> <p>As a partner member of the Refugees Jobs Agenda Roundtable, [Campaign partner Name] is committed to improving employment-focused initiatives to support refugees succeed and path the way, like Tareq Haddad has been doing.</p> <p>In today's video from the #WelcomingEconomy for Refugees campaign, the CEO and Founder of Peace by Chocolate talks about how the family company created hundreds of jobs in a small town in Nova Scotia, contributing to the local economy.</p> <p>Watch the video and learn more about the #WelcomingEconomy for Refugees campaign here: <a href="https://welcomingeconomy.ca/">https://welcomingeconomy.ca/</a></p> <p>#RefugeeTalent #HireRefugees #WithRefugees</p>
<p style="text-align: center;">Tuesday, June 7</p> <p style="text-align: center;">Video #5</p>	<p>12:00 p.m. EDT</p> <p>9:00 a.m. PDT</p>	<p>Today we're spotlighting @marcellealeid in the video for the #WelcomingEconomy for Refugees. She talks about bringing an entrepreneurial spirit to</p>	<p>In the fifth video from the #WelcomingEconomy for Refugees series, we spotlight @MarcelleAleid.</p>

	<p>1:00 p.m. ADT</p>	<p>Canada, opening her restaurant, creating jobs and contributing to the community. Watch here:  <a href="https://welcomingeconomy.ca/">https://welcomingeconomy.ca/</a></p>	<p>In the video she shares her journey as a refugee and talks about bringing her entrepreneurial spirit to Canada, opening her own restaurant, and giving back to the community.</p> <p>Watch the video and learn more about the #WelcomingEconomy for Refugees campaign here:  <a href="https://welcomingeconomy.ca/">https://welcomingeconomy.ca/</a></p> <p>#RefugeeTalent  #HireRefugees  #WithRefugees</p>
<p>Thursday, June 16</p> <p>Video #6</p>	<p>11:30 a.m. EDT  8:30 a.m. PDT  12:30 p.m. ADT</p>	<p>In the new video from the #WelcomingEconomy for Refugees, @ratnaomi spoke with Victor Dodig @cibc’s CEO about the company’s commitment to providing hiring and mentorship opportunities for #refugees. Watch here:  <a href="https://welcomingeconomy.ca/">https://welcomingeconomy.ca/</a>  #WelcomingEconomy</p>	<p>In the new video of the #WelcomingEconomy for Refugees series spotlights the Honourable Ratna Omidvar, sat down with Victor Dodig for an interview.</p> <p>During the conversation, the CEO of CIBC spoke about the company’s commitment to hiring and providing mentorship opportunities for refugees.</p> <p>Watch the video and learn more about the #WelcomingEconomy for Refugees campaign here:  <a href="https://welcomingeconomy.ca/">https://welcomingeconomy.ca/</a></p> <p>#RefugeeTalent  #HireRefugees  #WithRefugees</p>

<p><b>World Refugee Day</b></p> <p>Monday, June 20</p> <p>Video #7</p>	<p>1:00 p.m. EDT</p> <p>10:00 a.m. PDT</p> <p>2:30 p.m. ADT</p>	<p><b>[Twitter Thread]</b></p> <p><b>Post 1</b>  Today is #WorldRefugeeDay! To mark the date, we continue to spotlight stories, like @HanenNanaa4, in the #WelcomingEconomy for Refugees series. She is the founder of @BAMCollectivee, Ontario's first youth-led initiative that empowers changemakers through art and community engagement. 1/2</p> <p><b>Post 2</b>  With the right support and programs, refugees can make significant social and economic contribution to Canada. Learn more on how business and organizations can support #refugees here:  <a href="https://welcomingeconomy.ca/">https://welcomingeconomy.ca/</a>  2/2 #WithRefugees  #WelcomingEconomy #WRD2022</p>	<p>June 20 is #WorldRefugeeDay. To mark the date, we continue to spotlight success stories of refugees in the #WelcomingEconomy for Refugees series.</p> <p>In today's video, meet Hanen Nanaa. She is the founder of BAM - Books Art Music Collective, Ontario's first youth-led initiative that empowers young activists and emerging changemakers through art and community engagement.</p> <p>With the right support and programs, refugees can make significant social and economic contribution to Canada.</p> <p>Watch the video and learn more on how business and organizations can support refugees here:  <a href="https://welcomingeconomy.ca/">https://welcomingeconomy.ca/</a></p> <p>#WithRefugees  #WelcomingEconomy  #WRD2022</p>
<p>Thursday, June 30</p> <p>End of Campaign</p>	<p>11:30 a.m. EDT</p> <p>8:30 a.m. PDT</p> <p>12:30 p.m. ADT</p>	<p><b>[Twitter Thread]</b></p> <p><b>Post 1</b>  As Refugee Awareness Month comes to an end, we wrap up the #WelcomingEconomy for Refugees campaign. In the last video of the series, we spotlight <b>[Last video TBC]</b>..... Watch here:</p>	<p>As Refugee Awareness Month comes to an end, we wrap up the #WelcomingEconomy for Refugees campaign. Over the past few weeks, we shared several success stories of refugees in Canada, and in the last video of the series, we spotlight.....</p>

	<p><a href="https://welcomingeconomy.ca/1/2#WithRefugees">https://welcomingeconomy.ca/1/2#WithRefugees</a></p> <p><b>Post 2</b> Thanks to everyone who supported the members of the Refugee Jobs Agenda Roundtable in this initiative. We'll continue to work towards identifying new partnerships to increase refugees' access to employment opportunities. 2/2</p>	<p>The Refugee Jobs Agenda Roundtable coalition will continue to work towards identifying new partnerships to increase refugees' access to employment opportunities. We thank everyone who supported the Roundtable members in this initiative.</p> <p>Watch the video and learn more on how to support the Refugee Jobs Agenda Roundtable here: <a href="https://welcomingeconomy.ca/">https://welcomingeconomy.ca/</a></p> <p>#WelcomingEconomy #RefugeeTalent #HireRefugees</p>
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**Additional posts**

1. According to Statistics Canada, 48% of refugees who arrived in Canada between 2011 and 2016 settled in smaller communities and started their own businesses, creating jobs for themselves and other Canadians. Learn more about the social and economic contributions of refugees here: <https://welcomingeconomy.ca/> #WelcomingEconomy #RefugeeTalent
2. Data from UNHCR Canada shows that 51% of refugees have broad experience and skillsets in highly in-demand jobs. Businesses that hire #RefugeeTalent have a competitive advantage, build workforce resilience and are more likely to expand to global markets. Learn more on the best practices of recruiting and hiring refugees here: <https://welcomingeconomy.ca/> #WelcomingEconomy #RefugeeTalent
3. “Canada has a proud history of welcoming refugees and asylum seekers. As crises around the world intensify, our renewed commitment to welcoming refugees is not only imperative but wise,” says the Honorable Ratna Omidvar, Co-Chair of the Refugee Jobs Agenda Roundtable. Learn more about the Roundtable’s #WelcomingEconomy for Refugees campaign here: <https://welcomingeconomy.ca/> #WelcomingEconomy #RefugeeTalent

4. “Finding and retaining talent is the biggest challenge for Canadian employers today. Refugees not only bring diverse perspectives and a wealth of skills and experience,” says the Refugee Jobs Agenda Roundtable Co-Chair Darrel Pinto. Learn how business leaders can access resources and tools to identify, recruit, and hire refugees here: <https://welcomingeconomy.ca/>  
#WelcomingEconomy #RefugeeTalent

## Digital Assets

Social media graphics

- Campaign title card
- Employer posters with quotes (to be added to folder weekly)
- 8 testimonial videos (to be added to folder weekly)

## Templates

### Newsletter

Dear [Name],

[insert org] is excited to join over 30 organizations from across the country in the **#WelcomingEconomy for Refugees** campaign.

Canada faces a long-term talent shortage as the country's birth rate remains low and millions are retiring out of the workforce every year.<sup>3</sup> Refugees play an essential role in Canada's labour force filling gaps in the workforce, bringing professional expertise, and fueling economic growth. Newcomer-inclusive organizations are:

- More innovative and resilient
- Better able to meet the needs of and expand to diverse consumers
- More likely to help businesses expand into global markets

Campaign partners have compiled resources to support businesses in connecting with refugee talent and building more refugee-inclusive workplaces. Visit [welcomingeconomy.ca](https://welcomingeconomy.ca/) to access resources for employers and campaign materials.

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<sup>3</sup> <https://www150.statcan.gc.ca/n1/daily-quotidien/220427/dq220427a-eng.htm>

## Outreach to partners

Dear [Name],

On May 12<sup>th</sup>, the Refugee jobs Agenda Roundtable is launching **#WelcomingEconomy for Refugees**, a coordinated employer-led national communications campaign anchored in communicating success stories to encourage Canadian employers to hire refugees. Chaired by Senator Ratna Omidvar and Darrell Pinto, the Roundtable offers a platform for over 100 employers, employment and immigrant-serving agencies and government representatives to convene with a goal to increase refugees' access to employment opportunities that utilize the talent and skills they bring to Canada.

As a valuable partner of [insert org] and due to the incredible work your organization does [information about the partner], we would welcome your support in sharing campaign messages with your community. You can find resources at [welcomingeconomy.ca](https://welcomingeconomy.ca).

If you have any questions, please do not hesitate to reach out.

Thank you for your ongoing support and partnership.