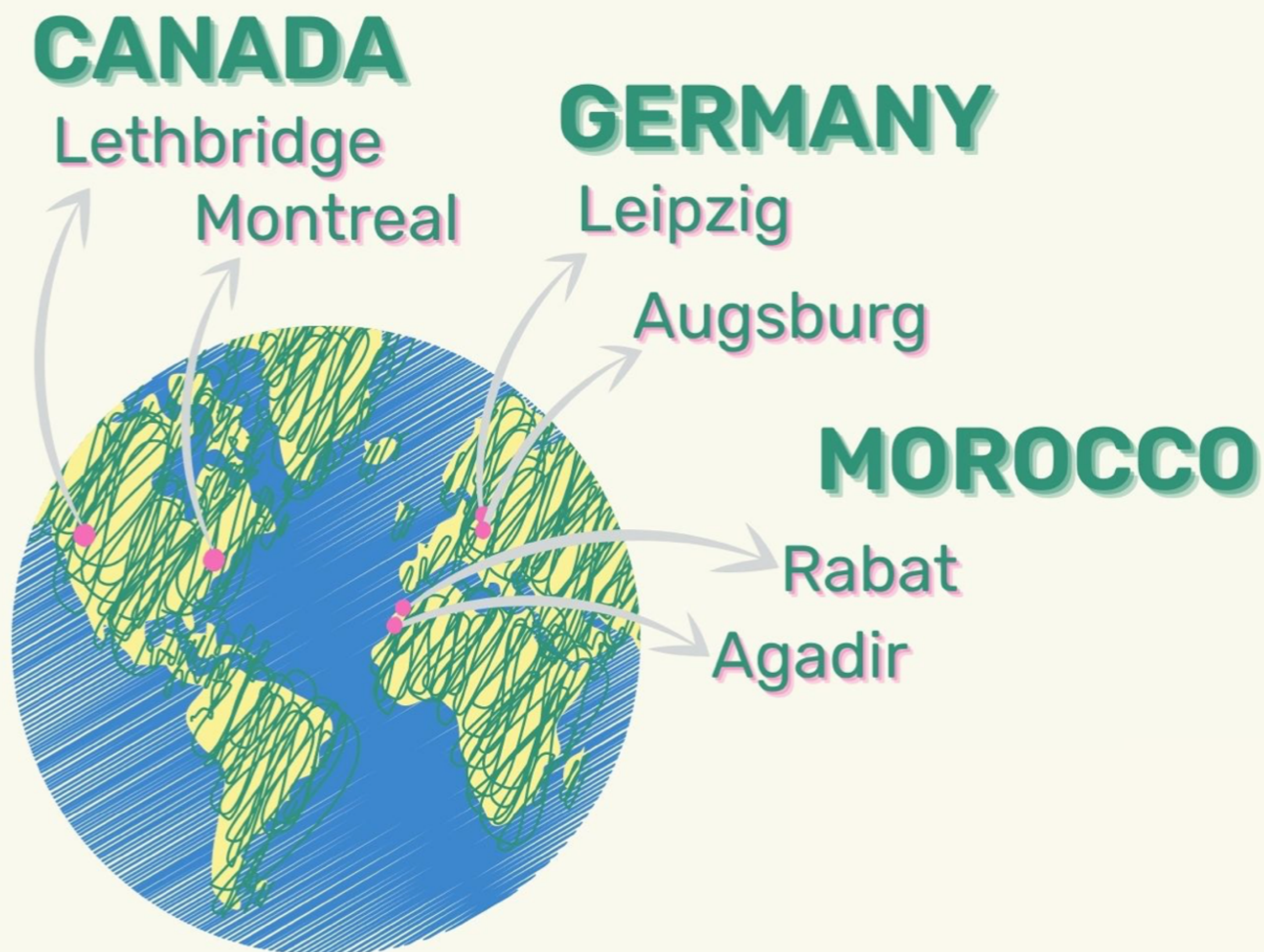


Scroll down to read about
the six projects of
"Shaping Inclusive Societies".



Visit the homepage
to read more about
the individuals in the six
teams conducting the work
of the local projects.

CANADA | Lethbridge – Alberta

THE TEAM

Laura Branner, Immigrant Services-
Local Immigrant Partnership
Coordinator at "Lethbridge Family
Services"

Erin Crane, Director Investment
Attraction of "Economic Development
Lethbridge"

Terra Plato, CEO of the Lethbridge
Public Library



THE PROJECT

Financial education and savings program for newcomer
program participants:

- Financial literacy education program, to a minimum of 12 newcomer families for 12 months
- Use an existing curriculum along with a corresponding training program - and augment it with other educational components such as mental health information as appropriate
- Participants commit to save an agreed upon monthly amount along with a savings goal - and if this is matched, they remain in the financial literacy program (bimonthly over the year).

Select 12 employers who will contribute donations:

- Each employer will contribute to a collective fund or a specific family to match the newcomer participant's own savings
- The employer can either donate funds directly or their staff can fund raise

Monthly connection events:

- Lethbridge LIP designed and delivered a monthly program called Cultural Connections Club
- Each participating employer hosts one of 12 monthly connection events by using a similar structure

THE PROPOSITION

THE CHALLENGE

- A high need for free, easy to access financial literacy educational programs
- Lack of a firm foundation from where newcomers can succeed financially
- Newcomers are confronted with a range of other issues associated with money: stress, mental health or family breakdown

THE VISION

- All participating newcomers and employers' staff involved in our project attend the monthly event
- Bring local Canadians and newcomers together to foster community, and get to know each other in a safe, fun and relaxing environment
- Engaging in a life changing experience and creating meaningful connections: for both newcomers and locals

THE AIMS AT SIS

- An extraordinary learning opportunity to help take us from what we believe is the basis of a good idea - with its many moving parts - to reality
- Allow us to truly shape our community toward being an inclusive society

THE TEAM

Mona Al Boukhary, Territorial Partnership Advisor at Montreal's Newcomers Office "Service de la diversité et de l'inclusion sociale, Ville de Montréal"

Erika Massoud, Project Manager at "Table de concertation des organismes au service des personnes réfugiées et immigrantes (TCRI)"

Jessyca Cloutier, Planning Advisor at Montreal's Newcomers Office "Service de la diversité et de l'inclusion sociale Ville de Montréal"



THE PROJECT

- Collaborating in the "Inclusive Montreal at Work"-strategy, with a multitude of actors from the private, institutional and public sector
- Bring this strategy to its next level for 2022-2024

Focus on three levels simultaneously:

- **awaken**: promoting awareness in the business community and the Montreal workforce on the added value of the professional inclusion of newcomers, ensuring Montreal is as inclusive as other large Canadian cities
- **engage**: ensure that the City of Montreal influences and has a strong, constant strategic position as an immigrant metropolis, committed to inclusion and to the creation of a concerted approach promoting migrants' professional inclusion among members of the business community
- **equip**: transform hiring, inclusion, retention and progression (EIRP) practices to promote the professional inclusion of immigrants into the Montreal business community

THE PROPOSITION

THE CHALLENGE

- Montreal is recognized for its openness to diversity, but the professional inclusion of immigrants, especially racialized immigrants, remains a major challenge
- There is a gap between the unemployment rates of people born in Canada compared to that of newcomers (living 0 to 5 years in the country)

THE VISION

- Working with the business community in Montreal and workers from the city to create a real transformation in workplaces
- Raising awareness on the diversity of the city contrasting with little inclusion (strategies)
- Fostering changes in perceptions through our research-based initiative: including awareness-raising and communications strategies
- Focus our actions on employers, human resources employees, managers and colleagues while connecting them with newcomers.

THE AIMS AT SIS

- Working with international experts to develop our full potential as teams and partners
- Deepen the efforts to promote greater social inclusion of newcomers mainly as part of a capacity-building initiative

GERMANY | Augsburg – Bavaria

THE TEAM

Tülay Ates-Brunner,
Managing Director of „Tür an Tür,
Integrationsprojekte gGmbH“

Christiane Lembert-Dobler,
Leader of the Peace Office of the
City of Augsburg

THE PROJECT

- Develop approaches for action that can serve as a **guide for media makers** in Augsburg and Germany
- **The Independent Media Council Augsburg** (10 people, multiple perspectives) founded by Tür an Tür ensures the sustainability of the project as one of its committees
- **Collaboration** between:
 - Local media makers and their confessional reporting
 - Municipal representatives (25-30 people from different organisations)
 - Representatives of the independent scene (freelancers, graphic designers, etc.)
 - Other social organizations like the young dialogue of religions augsburg in order to work closely with Augsburg's religious communities



THE PROPOSITION

THE CHALLENGE

- Public perception in Augsburg (50% immigrants) is dominated by a divisive perspective
- People are othered on the basis of supposed ethnicity/nationality, religion, sexual identity or physical impairment
- The media plays a key role but newcomers, their religions nor the linguistic diversity in Augsburg are represented

THE VISION

- Develop digitally accessible information on the individual holidays as a set of greeting cards
- Make these available in (local) stores
- Organise an event at the Peace Festival 2022 about the material and our process
- Sensitise local media makers about discrimination and racism and increase their diversity competence

THE AIMS AT SIS

- Sustain the already convened Media Council
- A research year full of creativity and exchange
- Gain knowledge, expand our ways of working and perspectives, learn suitable tools/methods for more visibility of societal diversity

GERMANY | Leipzig – Saxony

THE TEAM

Nadine Lorenz, Advisor of Migrants and Network Partner on Migration Topics at the Department of Migration and Integration of the City of Leipzig

Éanna O'Donnell, Advisor of Migrants and coordinator of the monthly working group 'Leipzig Migrant Advisory Group' at the "Verband binationaler Familien und Partnerschaften; iaf e.V."

THE PROJECT

- Establish **durable links within the communities** of newcomers who have difficulty accessing existing support due to language barriers
- Create **opportunities and self-empowerment** spaces for individuals from the communities to act
- Focus on **enabling a swift inclusion** into the German labour market, thereby providing access to wider societal support
- **Closing a gap in terms of equity** for some EU-citizens: between missing legal support structures and the freedom of movement within the EU

THE CHALLENGE

- Restricted access to the social security safety net: largely based around employment status
- So-called 'bridging benefits' as only 'support': a loan of travel costs to return to the country of origin
- Precarious existence and minimally cared for needs
- Access to unemployment benefit, child benefit, housing allowance or free-of-cost German 'integration courses', adequate healthcare, etc.

THE PROPOSITION

THE VISION

- Find a way out of precarity via an enmeshment in the social fabric of the wider Leipzig community
- Targets groups range from locals to potential employers, purveyors of social security benefits, healthcare providers and housing associations, among others
- Encouraging to design more efficient ways to interact with newcomers in which all stakeholders benefit

THE AIMS AT SIS

- Local perspectives on endeavours of newcomers - and vice versa
- Interaction within Germany and internationally while working on specific issues at a local level
- Step outside the mindset of 'the Leipzig way of doing things' to consider alternate ways of approaching issues.



MOROCCO | Agadir – Souss Massa

THE TEAM

Abdellah Bourti, President of "Univers Startup and Entrepreneur Foundation"

Badr Oubenyahya, Founder & General Manager of "OBENS"

Mounia Dabach Program Coordinator at "Univers Startup"

Omar Assou, Executive Director of "Association of Youth Tamdout for Culture and Development (AJTCD)"



THE PROJECT

Empower the entrepreneurial spirit and the inclusive approach of newcomer- and local-entrepreneurs through:

- **Connection:** build up meaningful connections between local- and newcomer-entrepreneurs and create an inclusive entrepreneurial community
- **Motivation:** create an environment in which both local- and newcomer-entrepreneurs are motivated for inclusion and collaborative actions
- **Collaboration:** Bring these entrepreneurs together to co-create and launch inclusive start-ups as well as income generating activities
- **Investment:** Empower by building up/ complementing entrepreneurship & inclusion capacities and skills
- **Impact:** Inspire and change the mindset of the entrepreneurs and the business model of their projects towards more inclusion and societal impact

THE PROPOSITION

THE CHALLENGE

- A lack of communication between the local entrepreneurs and the newcomers: two heterogeneous groups who are not collaborating due to complex difficulties
- Lack of inclusive structures and spaces for interactions
- An absence of the inclusivity's approach in the entrepreneur's business model that is impacting the economic collaboration.

THE VISION

- Mobilise locals and newcomers around collective actions
- Design innovative approaches to motivate, engage & help entrepreneurs create inclusive experiences through common projects

THE AIMS AT SIS

- Learn about effective tools on inclusion
- set up a toolbox: mastering and practice it
- Educate and train entrepreneurs to use these inclusive tools/ methods in their projects.

MOROCCO | Rabat – Rabat-Salé-Kénitra

THE TEAM

Aicha Del-lero, Gender & Diversity Consultant

Eric Asmar, CEO of "happy smala"

Oumel Ghit Guelzim, Head of Operations at "happy smala"

Vanne Cliff Ema Nkoy, President of "Confédération des Jeunes Entrepreneurs et Cadres d'Afrique Subsaharienne au Maroc"

THE PROJECT

Aiming to influence several stakeholders: organisations from different sectors employing newcomers, professional business networks and networks of newcomers with a 5-Step approach:

- **Mapping CSR initiatives:** companies committed to non-discrimination in their HR policy
- **Identify interested employers:** shortlist companies which will benefit from awareness workshops on cultural diversity and co-design a new charter
- **Co-creation of an inclusive recruitment charter:** organise focus groups with employers to co-create a reference charter on the inclusion of newcomers and co-design an action plan for the adherence to it
- **Events for business leaders:** online awareness trainings and workshops on diversity in recruitment
- **Connections between newcomers and companies:** connect newcomers with the signatories of the charter to support their inclusive work agreements

THE PROPOSITION

THE CHALLENGE

- Insufficient dialogues in the moroccan, private sector on the business case of cultural diversity
- Awareness of companies of the advantages of cultural diversity e.g. the added value that newcomers' talents bring to companies.
- Some specific sectors recruit more newcomers, but they lack a mature, solid business case for it
- CSR initiatives have yet to include cultural diversity and the inclusion of newcomers

THE VISION

- Create more awareness on the importance of recruiting newcomers and so more connections between them and local employees
- Representation of newcomers from different Sub-Saharan countries amongst stakeholders like heads/ HR managers of companies, and the Moroccan business association: mainly

THE AIMS AT SIS

- Grow our network, share and connect with other like-minded individuals and organisations
- Share experience on inclusive entrepreneurship
- Improve/ expand our own activities on inclusion

