

Agenda

- >Context
- >Barriers to Immigrants
- >Social Mobility
- >Ecological Model of Social Mobility
- >Conclusion
- >Innovative Programs

Immigration & Refugees in Canada

• Motivations

- Founded in Human Rights and Equity
- Core to Canada's Multicultural Identity
- The "Business Case"
 - Talent shortage
 - Fueling innovation and entrepreneurship
 - New markets (domestic and international)
 - Employee engagement and performance
 - Risk avoidance

• Multiple Pathways

- Government Sponsorship
- Private Sponsorship
- Blended Visa Office Refugee
- International Student

Immigrants drive economic success



52% of silicon-valley start-ups are founded by IMMIGRANTS

WE DON'T CARE WHAT'S ON YOUR HEAD.

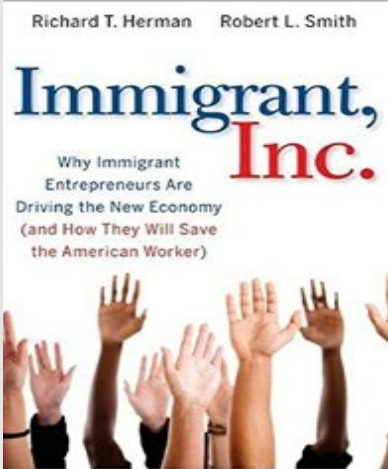
WE CARE WHAT'S IN IT.

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Lakeridge Health

Syrian refugees find 'new family' at first jobs in Canada
Adonis Supermarket has extended a helping hand to Syrian refugees, hiring dozens of newcomers at its two GTA locations.



Top Priority of Halifax Economic Development Plan
Work with businesses and existing ethnic, cultural communities and recent immigrations to attract and retain new immigrants.

Immigrant Entrepreneurship

- Immigrant entrepreneurs have **access to knowledge, suppliers, capital and labour** to serve global markets
Hiebert, 2006
- 1% increase in immigrants from a specific country corresponds with a **0.21% increase in value of imports**
Downie, 2010
- Almost two-thirds of immigrants who enter self-employment **remain self-employed even if offered a job with comparable income**
Hou & Wang, 2011
- Businesses established by immigrants are **more likely to enter global markets** and expertise, the hallmark of growth
Sui, Morgan & Baum, 2015
- In the US, **25% of technology-based ventures founded** between 1995 and 2005 involved at least one foreign-born founder
Wadhwa et al., 2008

- Canadian immigrant entrepreneurs **mobilize their diverse socio-cultural networks** in helping to overcome market-size limitations, and commercialize innovations in the world market either through export (Sui & Morgan, 2014) or transnational new ventures

Lin et al., 2008

The same goals that motivate an individual to immigrate have been linked to increased innovation: they seek achievement and influence

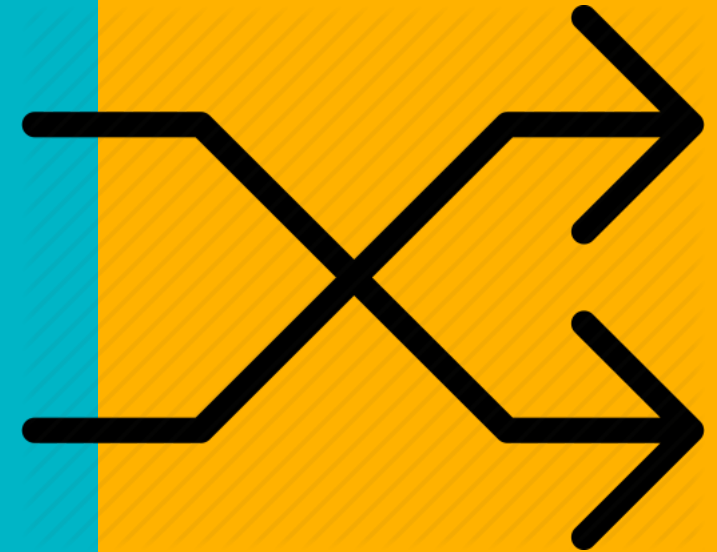
> Barriers to Immigrants

Discrimination, Bias, “Othering”

- **Wage gap:**
 - Meta analysis (1970-2000) suggests declining position of immigrants in employment
Reitz (2007)
 - Overall immigrants earn about 25% to 34% less than all others. In high demand industries pay gap persists – they earn 12% to 16% less Canadian born workers with comparable education
Reitz (2007)
- 25% of immigrants who **hold a university degree** were working at a job requiring no more than a high school level of education
- **Employers devalue the education and skills of immigrants** and discriminate in a variety of ways
Aydemir & Skuterud, 2005
- Experiments which sent out identical resumes one with an anglo saxon name and another with a “**foreign sounding name**” **30% less likely to get called for an interview** by large organizations and 60% less likely to get an interview
Oreopoulos, 2009; Banerjee, Reitz & Oreopoulos, 2018
- “No Canadian experience no job, no job no Canadian experience is not restricted to immigrants but affects others “job entrants”

Intersectionality

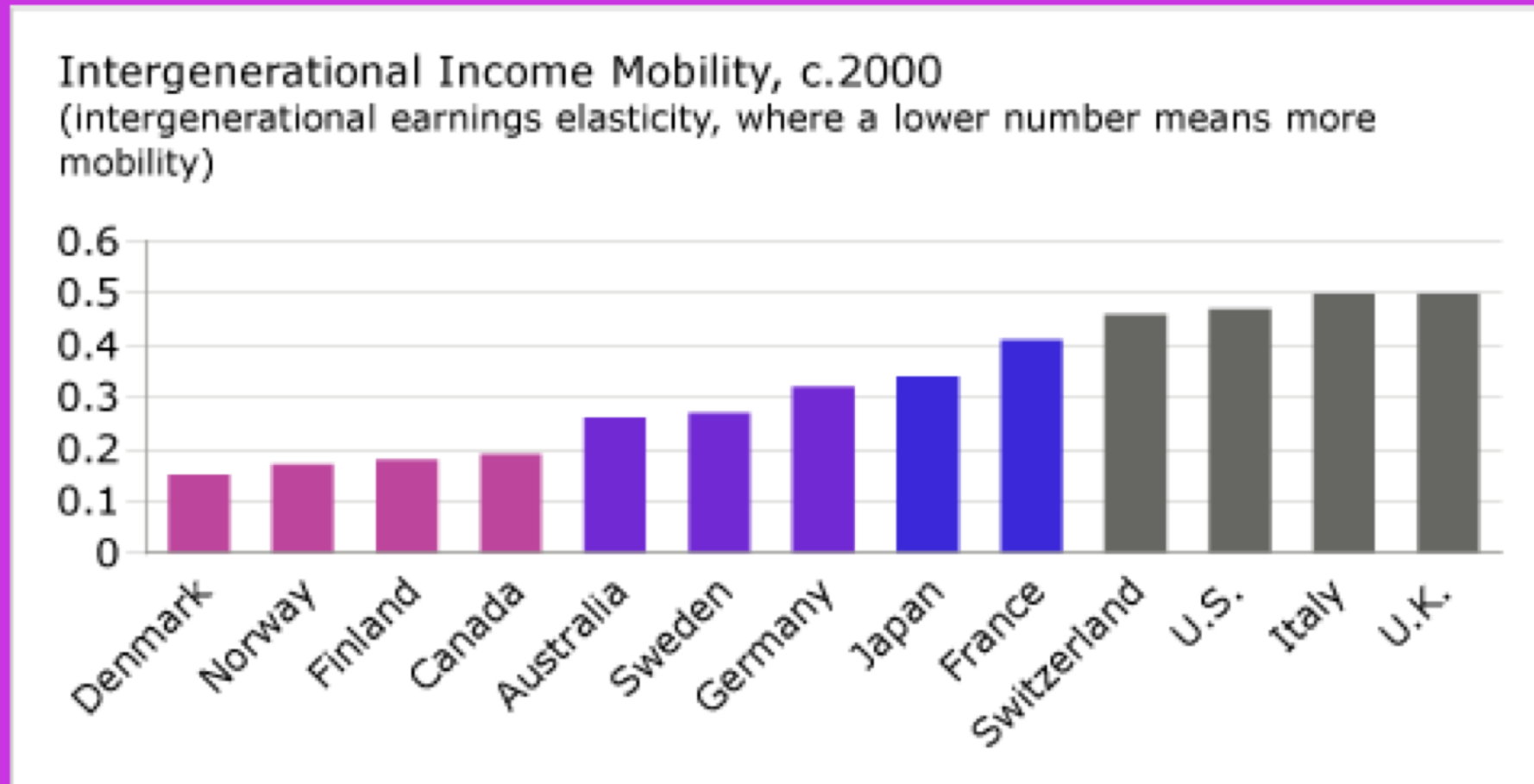
- One study found no significant earnings difference between native born South Asian men and native born white men, although immigrant South Asian men were found to earn significantly less than native born white men
Swidinsky and Swidinsky, 2002
- Those **self identifying as Black report more discrimination** when Canadian born
- Among immigrants, **gender inequality in the labour force was the greatest for Muslims** and also high amongst Hindus and Sikhs, compared to members of Christian religions or no religion
Reitz, Phan and Banerjee, 2015



Social Mobility

- Social mobility is **the movement of individuals, families, and households within/between social strata**. Typically assessed by examining occupation, income, education & career satisfaction
- **Canada is recognized** as having one of the highest rates of intergenerational social mobility (SM) in the world
Freeland, 2012
 - 90% of Canadians move to a higher income bracket over time
Lamman et al., 2012
- **Child's economic success** is influenced, but not defined by parental income
 - Relationship between parent's wage & child's wage is weakest amongst lower incomes
Chen et al., 2015
- **Rates of SM** are higher in countries with smaller class and income differences
Equality Trust, 2013
- **The gap between the rich and poor** is widening and the middle class are facing increasing challenges to make ends meet - immigrants are especially vulnerable
Hulchanski, 2010; OECD, 2016; Toronto Foundation, 2016

Intergenerational Income Mobility: Global Context

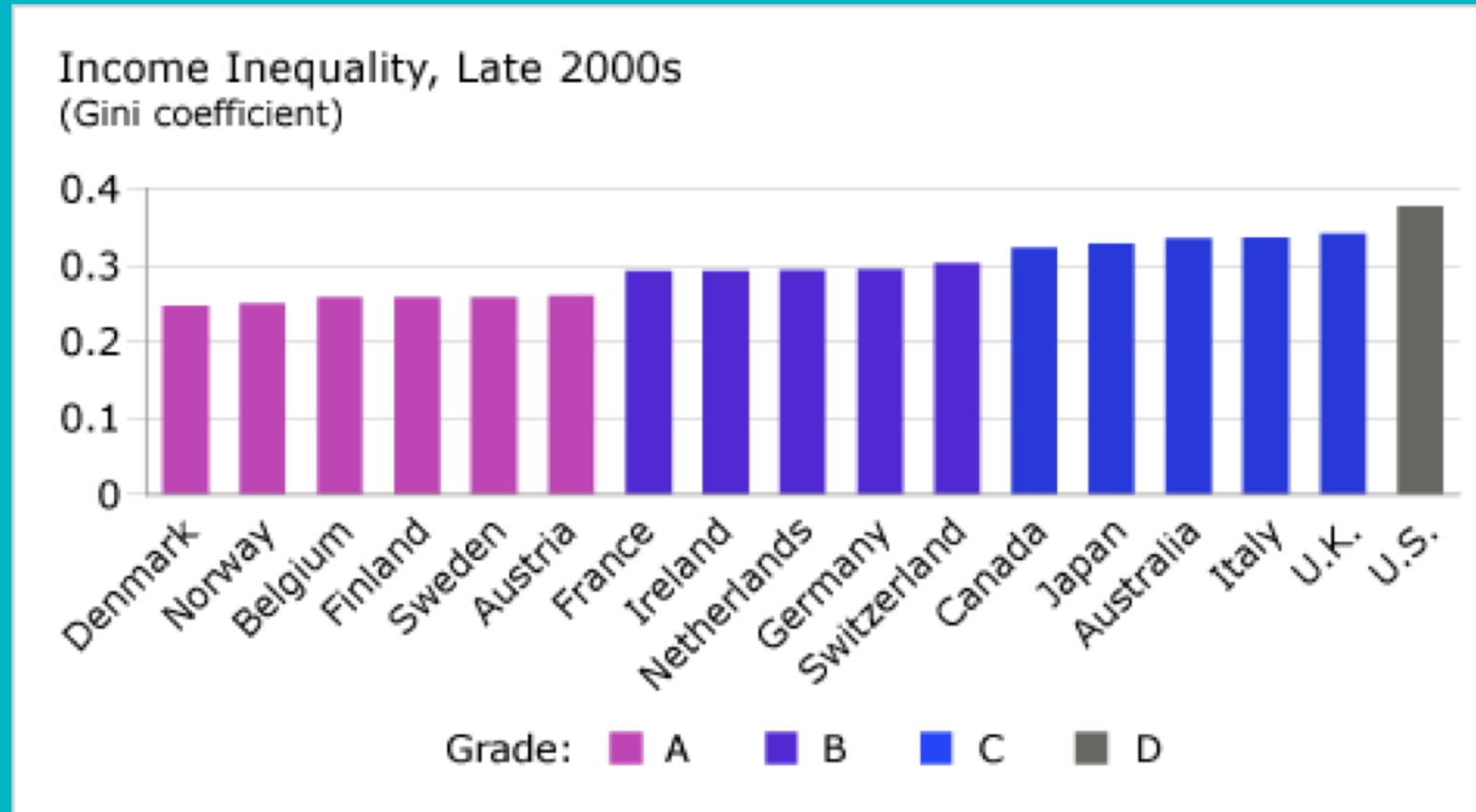


Income & Earning

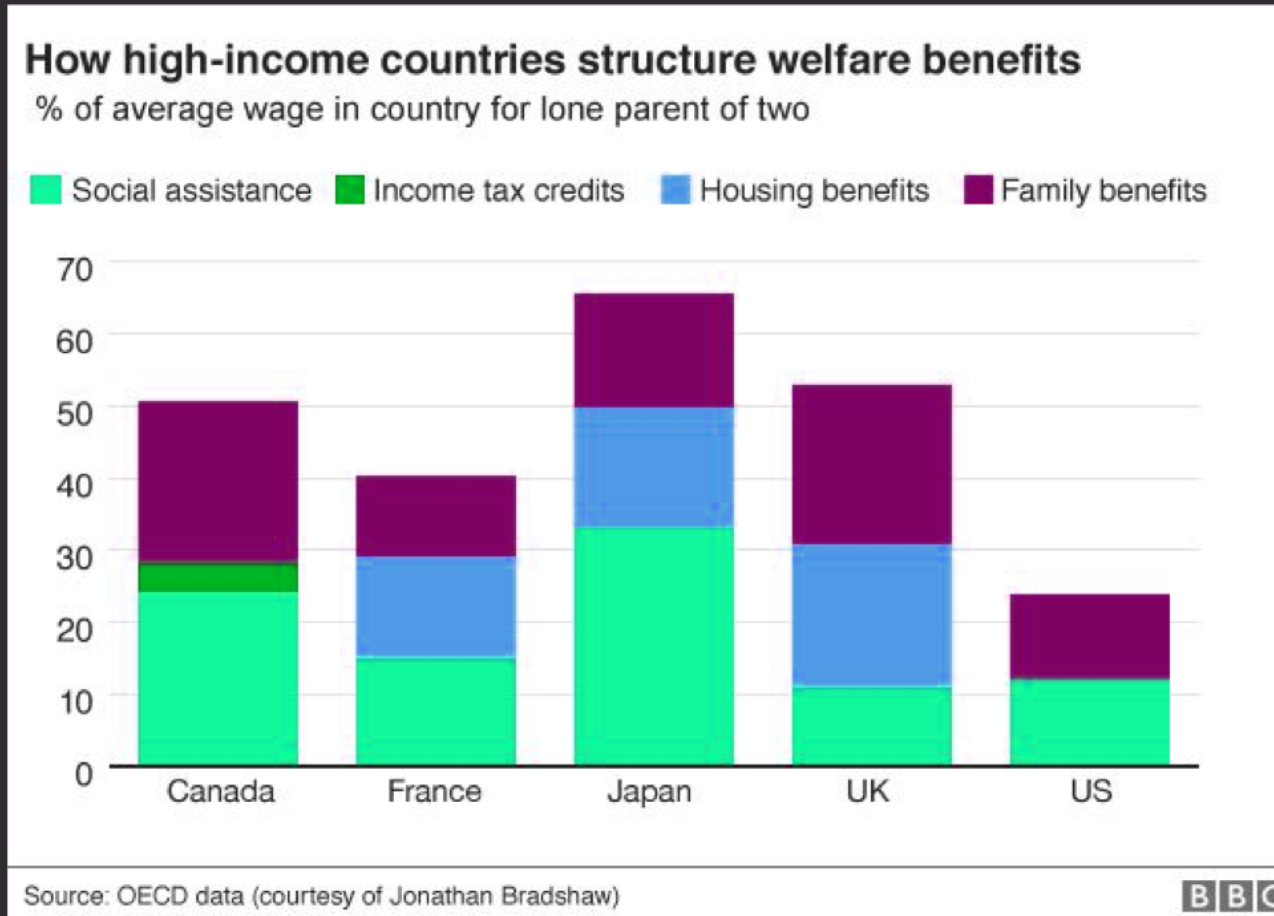
- Children born to parents in the bottom fifth of the income distribution in Canada had a 13.5% chance of reaching the top fifth income level
Chetty, 2017
 - Higher than United States (7.5%), the United Kingdom (9.0%), and Denmark (9.0%)
- Lower earning immigrant parents are more likely to have educated children than Canadian-born lower-earning parents
Aydemir et al., 2013
- Second-generation Canadians experience more upward educational mobility than persons born to Canadian-born parents
Aydemir et al., 2013



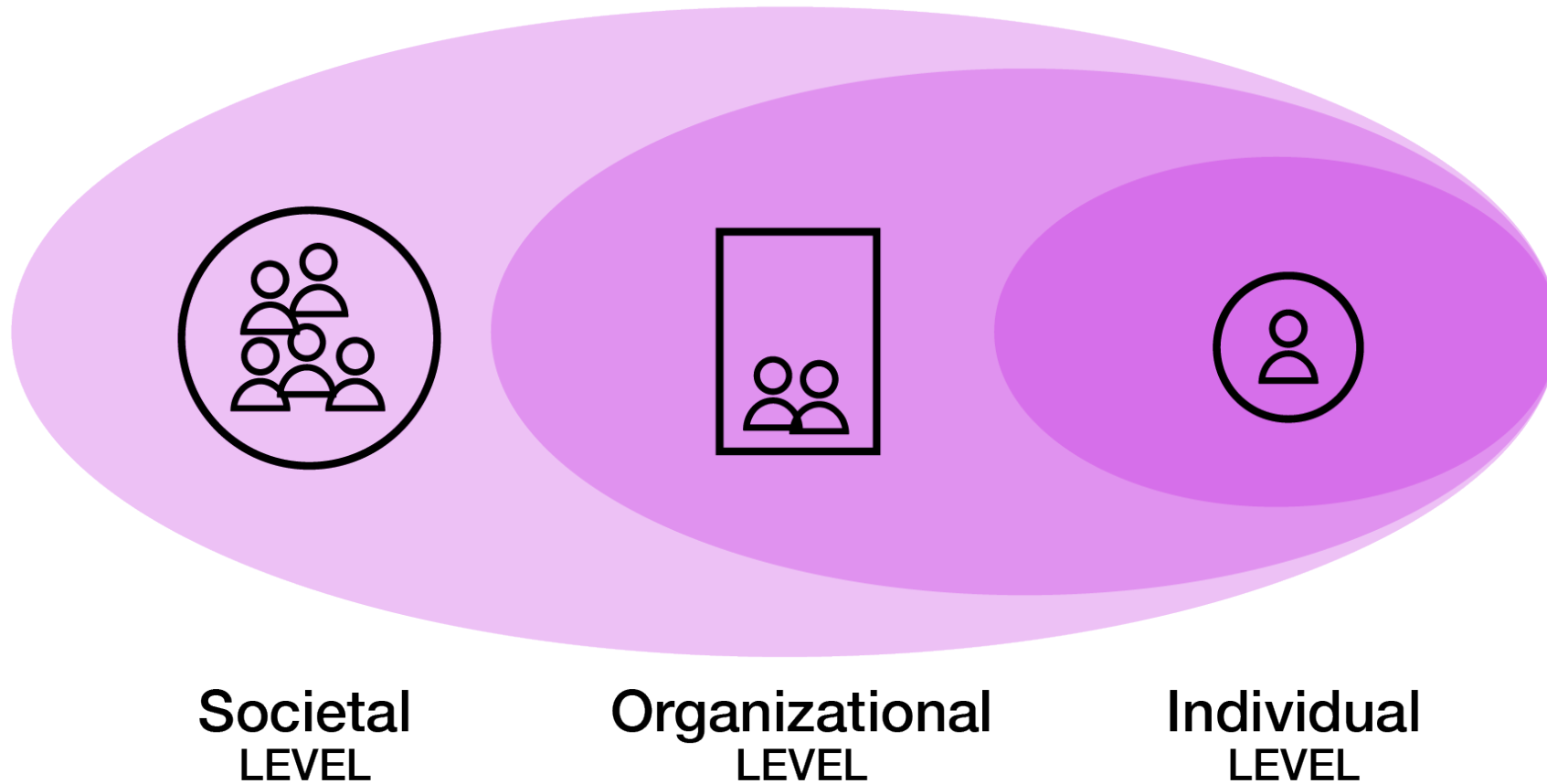
Income Disparities: Global Context



Social Assistance: Global Context

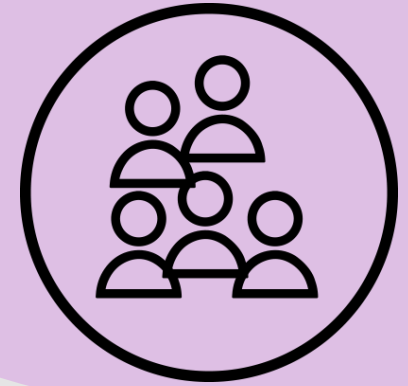


> Ecological Model of Social Mobility



Societal Level

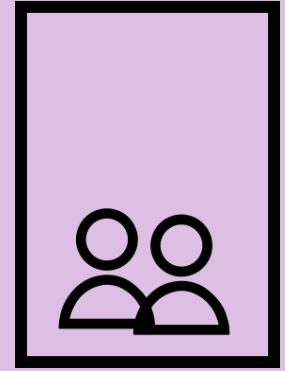
- Cultural “carriers” reinforce values and stereotypes, and “otherness”
- Municipal, provincial and federal strategies around diversity and inclusion
- Immigration strategies
- Targeted funding and support: ‘diversity’ lens
- Legislation, regulation and its implementation
- Media - shaping leadership, academic expectations
- Visibility of diverse leaders

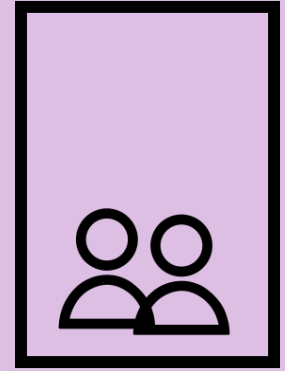


Organizational Level

Building inclusive ecosystems

- Leadership
 - Communicate buy-in from senior administration, staff, and leadership
 - Understand the rationale for new approaches to diversity & inclusion
- Strong and Transparent Human Resources Processes
 - Recruitment, retention, promotion
 - Intentional EDI strategy
- Quality of Life & Community & Culture
 - Parental leave, inclusive practices
- Measurement & Accountability
 - Collect & publish diversity data across faculties, majors, experiential learning, incubators etc.
 - Stories as well as data





Programming: Building inclusive ecosystems

- Diversity and Inclusion through the value chain
- Strategy and target setting
- Operations
 - Policy
 - Programming
 - Service delivery
 - Research and evaluation (DAT or G+)
- Marketing and Communications
- Government relations
- Procurement
- Infrastructure

Individual Level

Be an inclusive changemaker

- Your personal SWOT: Build awareness, skills
- Learn and challenge your privilege and biases
- Use evidence, data and new tools
- Be bold, be fearless, be optimistic, be resilient
- Build a coalition of the willing – affinity groups
- Find a mentor/sponsor; be a mentor/sponsor
- Help build pathways for others
- Span of control – whom can you influence?
- Be accountable
- Challenge your organization to build an inclusive ecosystem



> Conclusion

- **Paradigm shift** to an “asset based approach”
- **Examine policies** to ensure easy transition for students to entrepreneurial opportunities
- Ensure service providers consider **entrepreneurship as a viable opportunity** and have information about relevant supports and services
- **Develop diversity accountability** in government-funded entrepreneurship services and programs, including attentiveness to issues facing women, immigrants and other under-represented groups
- Provide more robust support to **raise awareness of entrepreneurship as a viable path** and feature success stories

> Innovative Programs

Business Out of the Box (BoB)

- BoB is a social franchise model providing affordable retail start-up space through markets run by Scadding Court Community Centre (e.g. Market 707, Café in the Park)
- Private and public business ownership supports
- Childcare and adult literacy through centre services
- Network of entrepreneurs through BoB
- Traditional Settlement Services



Business Out of the Box (BoB): Market 707

- Located at Scadding Court Community Centre
- 75% of entrepreneurs were at Market 707 were born outside of Canada
- 55% of their entrepreneurs are women
- Most have limited start-up capital



Business Out of the Box (BoB): Café in the Park

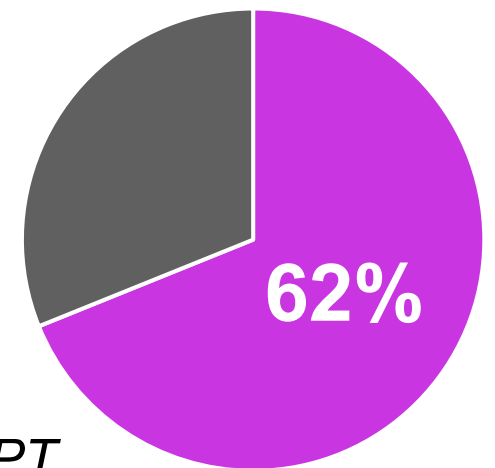
- Shipping container cafe in R.V. Burgess Park
- Led by the Thorncliffe Park Women's Committee
- Transforms a 1.5 hectare park into a vibrant community meeting place and creates local economic opportunities for women



Advanced Digital & Professional Training (ADaPT) Program

- Work-integrated learning program for youth between the ages of 18-29 run by the Diversity Institute
- Equips new grads with the skills required by employers in today's marketplace (business financials, MS Office, data analytics, professional communication, Adobe)
- 62% of participants were newcomers to Canada
- Held customized training programs held with Pegasystems and Salesforce for internationally-trained job seekers
- 88% of Pega training participants placed in employment; Salesforce cohort beginning soon

ADaPT
Advanced Digital and
Professional Training



*62% of ADaPT
participants are
newcomers
To Canada*

Magnet

- Magnet is a not-for-profit, digital social innovation platform co-created by Ryerson University in partnership with the Ontario Chamber of Commerce in 2014
- Accelerates inclusive economic growth for all in Canada by advancing careers, businesses and communities
- Connects job seekers with employment opportunities with an innovative online matching platform
- Matches businesses to talent, trade and procurement opportunities that accelerate business growth



Magnet

Newcomer Entrepreneur Hub (NEH)

- NEH provides wraparound supports and testing opportunities to vulnerable newcomers interested in starting and running a business in Canada by offering services including:
 - Pre-incubation training by industry professionals and experts,
 - Mentorship by local entrepreneurs and business professionals,
 - Guided workshops to help participants map out their ideas through completion of a Business Model Canvas



- Networking Opportunities
- Affordable testing opportunity
- Internship, job-shadow, and employment support referrals
- Other services such as settlement support, transit fare, childminding, language upgrading

Women Entrepreneurship Hub (We-Hub)

- Program aims to create a community of newcomer and racialized women entrepreneurs with access to business testing, a wide network of resource connection through partners, training, and supportive services.
- Leverage entrepreneurship as a tool to combat poverty and elevate newcomers, women and low-income individuals
 - Facilitate access to business financing resources
 - Provide real hands-on business testing opportunities
 - Build social capital through mentorship and networking opportunities
 - Support participants in areas that will increase their ability to participate in training and launch businesses
- Increase opportunities of self-employment and financial-independence for women facing barriers to entrepreneurship



Thank you

Get in touch:

ryerson.ca/diversity

diversityinstitute@ryerson.ca

[@RyersonDI](https://twitter.com/RyersonDI)

416-979-5000 x6740



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