Empowering Pre-Arrival Refugees and Settlement Sector:

Leveraging Technology for Successful Employment Integration, Digital Transformation, and Ethical Tech Best Practices

Program Manager
Ghaith Sheikh

S.U.C.C.E.S.S. | E-Start

Our Agenda

E-Start's **mission** and **objectives**

Challenges faced by pre-arrival refugees

Leveraging Technology: Overview of the technological tools and platforms used in the E-Start program

E-Start's Mission And Objectives

Facilitate the successful integration of refugees into the Canadian labor market through comprehensive pre-arrival employment preparation.

Provide refugees with access to crucial employment information before their arrival in Canada.

Equip participants with the necessary knowledge and skills to navigate the Canadian job market effectively.

Foster a sense of preparedness and confidence among refugees, enhancing their employability upon arrival.

Collaborate with key stakeholders, including S.U.C.C.E.S.S. and IRCC, to ensure the program's success and sustainability.

Measure and evaluate the impact of E-Start in improving refugees' employment outcomes and overall integration experience.

Eligibility
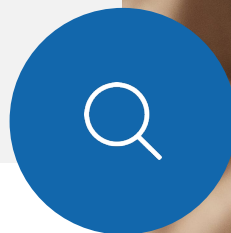# Requirements

- Must be a refugee

- To be out of Canada (anywhere in the world)

- Have a UCI number
  (Unique Client Identifier)

- Looking for employment information

E-Start Program
Services

E-Start offers a diverse array of services, which includes

Occupation specific knowledge within certain (National Occupation Classification) NOC levels
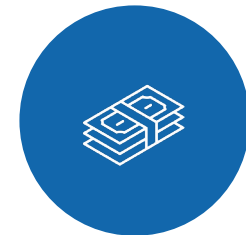
Personalized one-on-one assistance

Participation in informative workshops

Access to the Canadian labor market

A general understanding of the Canadian work environment

Accelerating refugees' journey to financial independence for impactful contributions to Canadian society.

The E-Start Program is available on website and mobile app.

Multilingual Support

The platform offers multilingual support including Arabic, Farsi, Dari and French.

Our
Partnerships

International Organization for Migration (IOM)

Young Men's Christian Association (YMCA)

Immigrant Services Association of Nova Scotia (ISANS)

COSTI Employment Services

Calgary Catholic Immigration Society

Immigration, Refugees and Citizenship Canada

Challenges faced by Pre-arrival refugees

Low technology skills by refugees

Registering to the E-Start program

Unstable Internet Connections

Restricted Use of Communication Apps

Leveraging
Technology

Our innovative use of technology has allowed us to make a significant impact on the lives of refugees, ensuring they are well-prepared for their arrival in Canada.

Online Learning Modules

Training on WordPress and Backend Development to Enhance the E-Start Website.

WhatsApp for Business for One-on-One Meetings with Clients

Facebook Ads Targeting

Live Chat
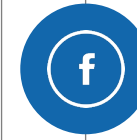
Mobile App and Offline Module Watching

Incorporating QR Codes for Convenient Access to Social Media & Registration Page

Canva for Social Media Content Creation

Envoke for Mass Emailing

Collaboration with Video Production & Web Development Companies

Collaboration with Freelancers to Create Workshop Videos

Online Learning
Modules

- ✓ Accessible Information

- ✓ Flexible Learning

- ✓ Tailored Content.

Empowering Futures, Before Borders.

Prepare. Arrive. Thrive.

estartsuccess.ca
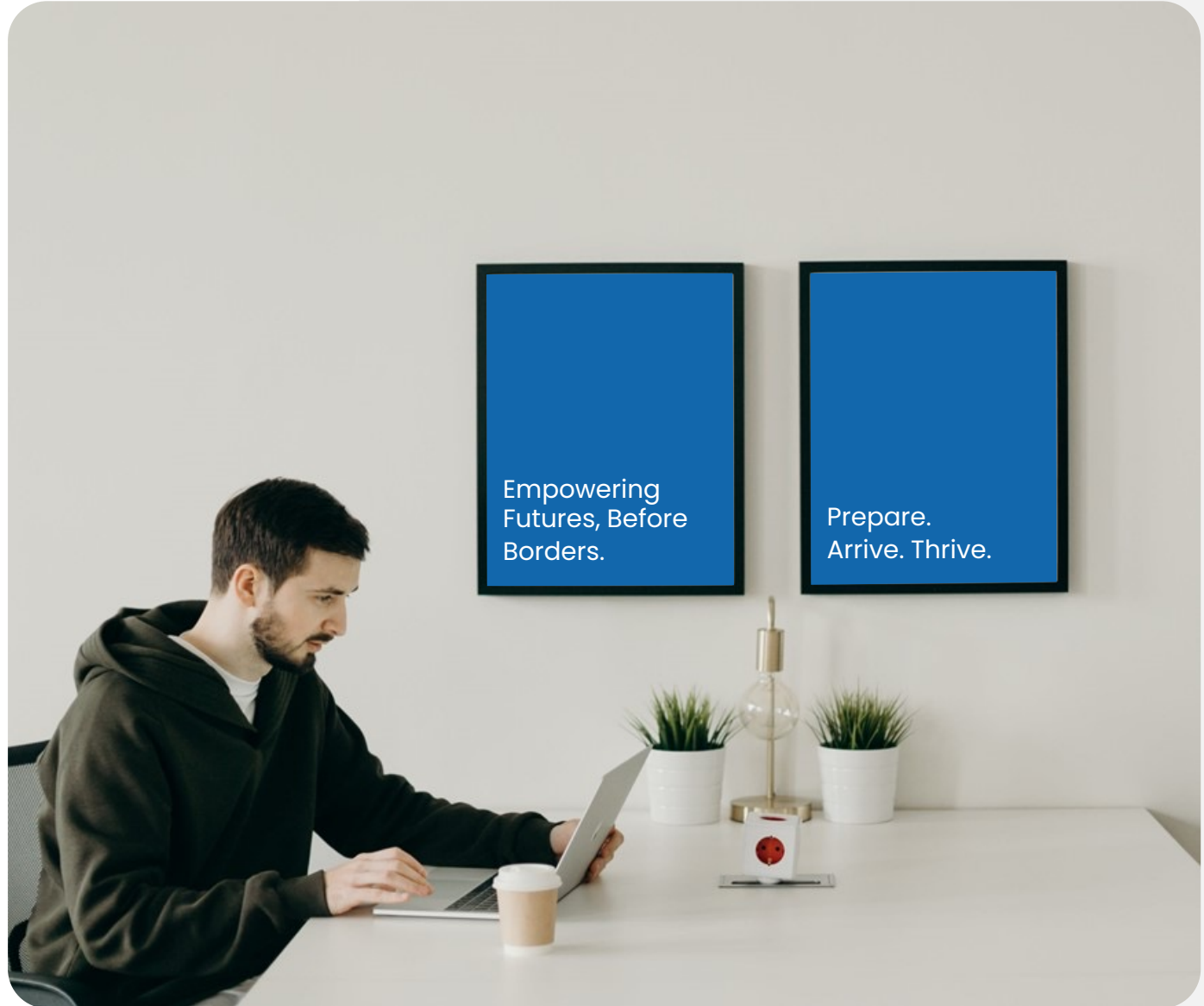
Online Learning
Modules

✓ Global Reach

✓ Real-time Updates

WordPress Training
& Website Enhancement

- Offering WordPress training empowers clients to actively contribute and update the E-Start website content, ensuring it remains current and informative.

- E-Start team received comprehensive WordPress training, enabling them to add content and videos directly to the website's backend, reducing dependency on developers and speeding up processes.

- By facilitating direct contributions and updates, the website became more agile, ensuring refugees receive up-to-date and easily accessible information.
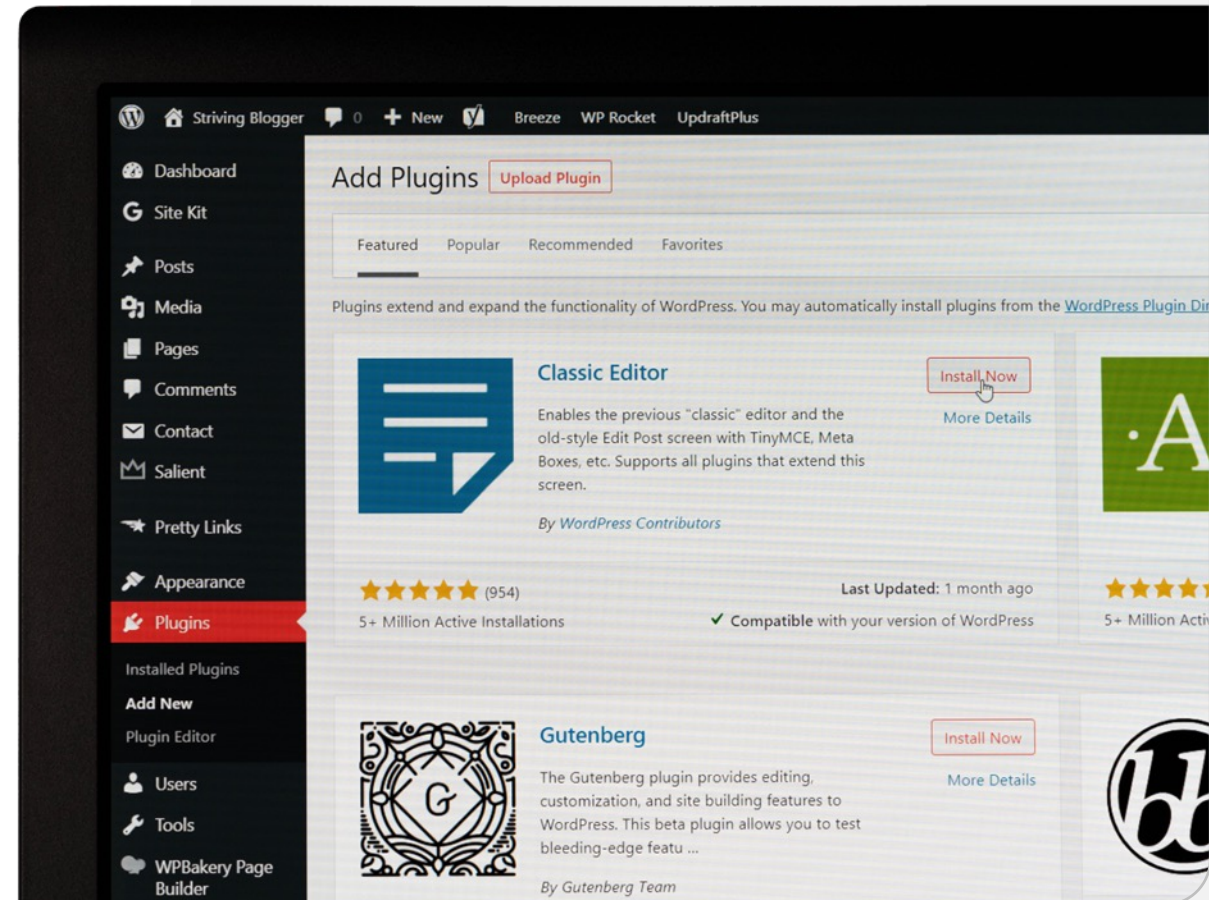
WhatsApp for Business
For One-on-One Support
—

- ✓ WhatsApp for Business enables direct client communication for personalized support.

- ✓ One-on-one meetings address individual concerns and offer tailored guidance.

- ✓ Ensures client needs are met through personalized support and direct interaction.

WhatsApp Business

Facebook
Ads Targeting

A Facebook ad campaign was initiated, initially focusing on the Zaatari camp in Jordan, Turkey, UAE, and Pakistan.

Vancouver

Turkey

Jordan

UAE

Pakistan

S.U.C.C.E.S.S.

E-Start

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Facebook
Ads Targeting

✓ An example of a Facebook carousel ad, specifically targeting Jordan.

Live Chat
For Instant Support

✓ Live Chat feature offers real-time connection for immediate client assistance.

✓ Provides quick answers and in-depth guidance promptly.

✓ Vital tool ensuring timely and responsive customer support.

LiveChat

Welcome to LiveChat

E-Start 1
Support Agent

Name:
John
E-mail:
johndoe@gmail.com

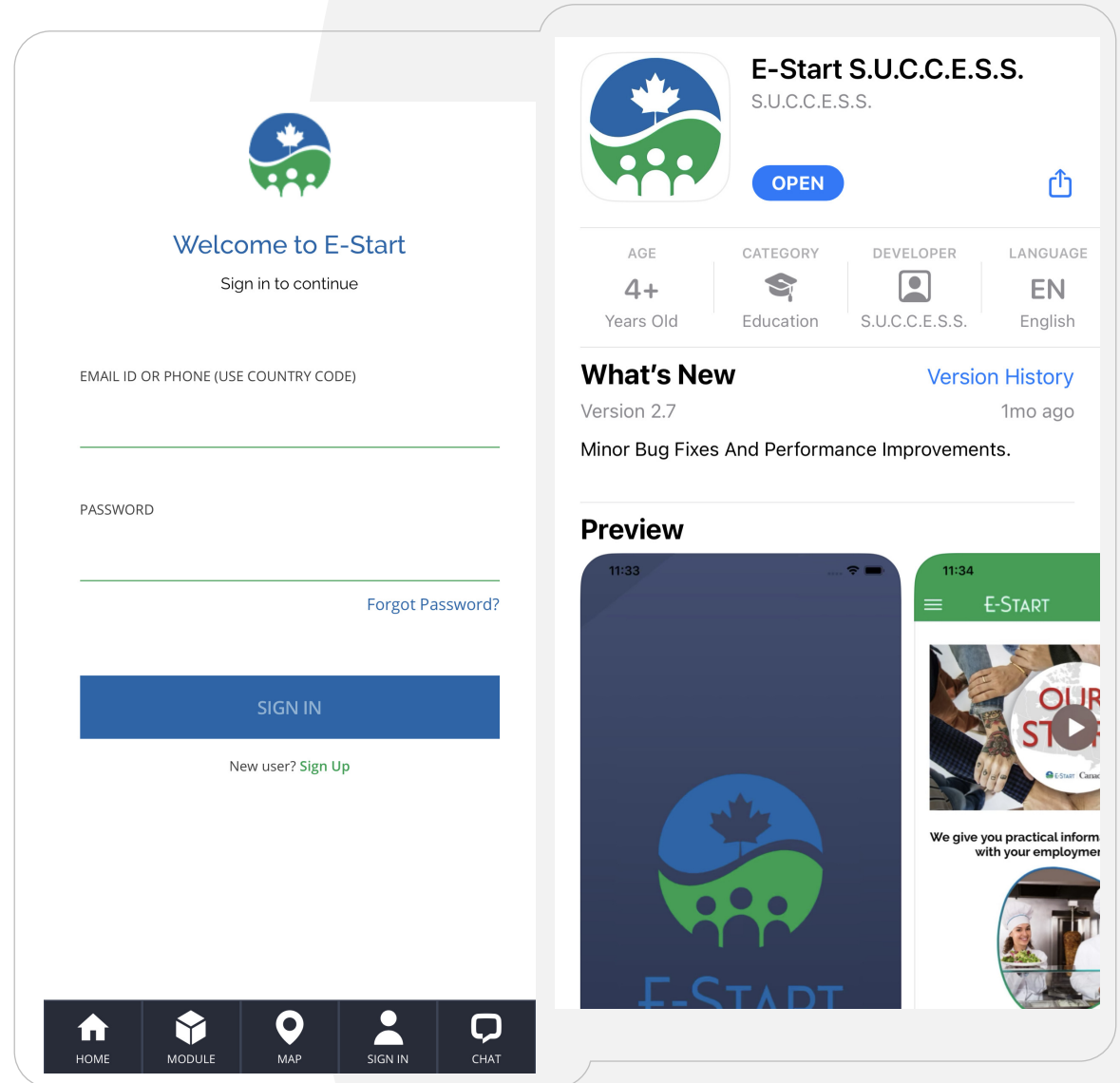Hello. How may I help you?

Write a message...

estartsuccess.ca
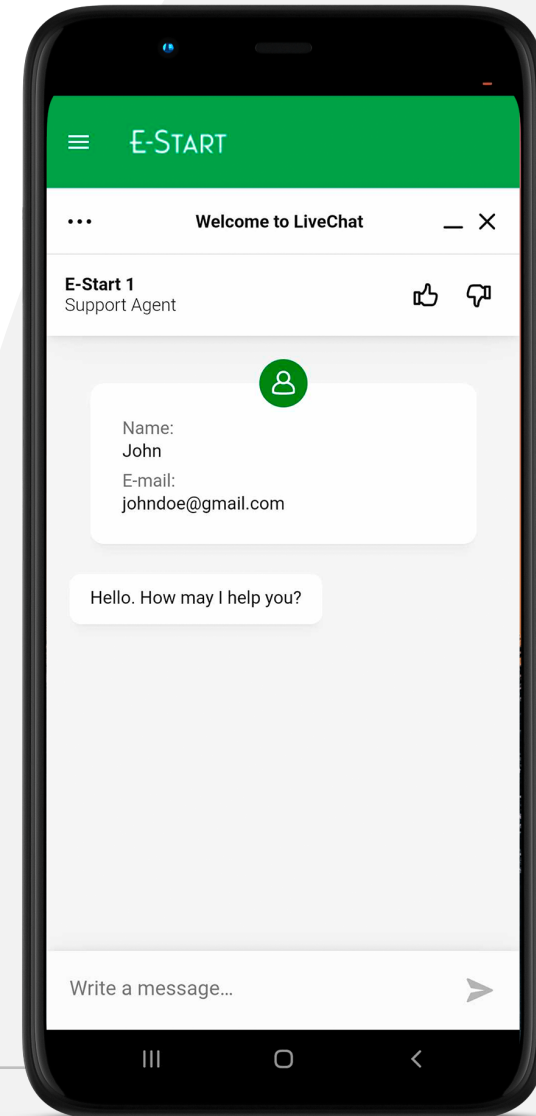
Mobile App
And Offline Modules

✓ Mobile app available on IOS and Android for refugee accessibility.

✓ Provides access to modules and resources even in offline mode.

✓ Offers flexibility for learning anytime and anywhere.

Welcome to E-Start
Sign in to continue

EMAIL ID OR PHONE (USE COUNTRY CODE)

PASSWORD

Forgot Password?

SIGN IN

New user? Sign Up

HOME   MODULE   MAP   SIGN IN   CHAT

E-Start S.U.C.C.E.S.S.
S.U.C.C.E.S.S.

OPEN

AGE	CATEGORY	DEVELOPER	LANGUAGE
4+			EN
Years Old	Education	S.U.C.C.E.S.S.	English

What's New   Version History
Version 2.7   1mo ago

Minor Bug Fixes And Performance Improvements.

Preview

11:33

11:34   E-Start

OUR STO

We give you practical inform
with your employer

Incorporating QR Codes
For Accessibility

- ✓ Created a new pamphlet using Canva addressing refugee registration challenges highlighted by IRCC.

- ✓ Simplified steps for website and mobile app registration outlined in the material.

- ✓ Integrated QR codes for quick access to registration pages, facilitating an easier process for refugees.

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Our Services

- **Individual Online Meetings:** Our dedicated online support worker will provide customized recommendations, guidance, and answer your questions.

- **Credential Assessment:** Determine whether your education or profession can be transferred to meet Canadian regulations and take necessary steps required.

- **Online Learning Modules:** Explore potential career opportunities through our interactive online learning modules.

- **Workshops**: We offer workshops on obtaining Foreign Credential Recognition (FCR) and starting your own business in Canada.

- **Guidance on job search strategies, resume writing and interview preparation.**

- **Continuous Support:** Our program is committed to providing ongoing support throughout your journey. We will maintain regular contact with you, even after your arrival in Canada.

Register
On your phone

Step 1: Download the E-Start App on your iOS or Android device by following one of the methods below:

Scan QR Code: Use your device's camera to scan the QR code below to go directly to the app download page.

Mobile app (iOS)   Mobile app (Android)

Or search for "e-start success" on the App store (iOS) or Google Play (Android): Click "Download" or "Install".

Step 2: Complete Registration: On the top-left corner of the app, click on the three lines, select "Sign Up" to begin the registration process.

If you registered by email, check your email inbox and junk/spam folder for an email with the subject "E-START-Register." Click on "Verify your account."

Step 3: Validation and Password Delivery: Our team will validate your information and send you a password.

Register
On your laptop/Desktop:

Step 1: Go to our official website at estartsuccess.ca: On the landing page of our website, locate the button and click on it.

Step 2: Complete Registration. Fill out the registration form with accurate and up-to-date information. Provide your full name, UCI number, date of birth, and contact details.

Step 3: Validation and Password delivery: Our team will validate your information and send you a password.

estartsuccess.ca

Canva for Social Media
Content Creation

✓ Leverage CANVA, a user-friendly tool, to create captivating social media content.

✓ Utilize it to craft visually appealing and informative materials for diverse platforms.

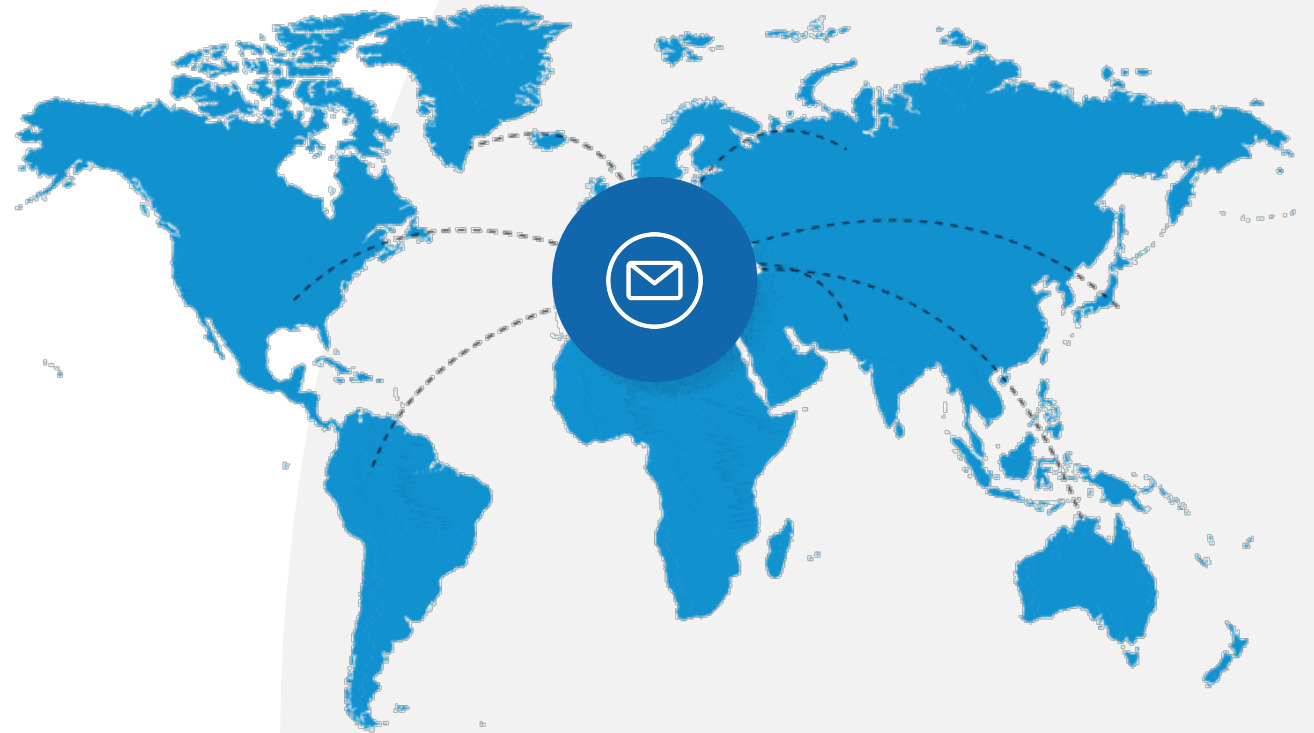✓ Ensures our outreach is informative and visually engaging for our audience.
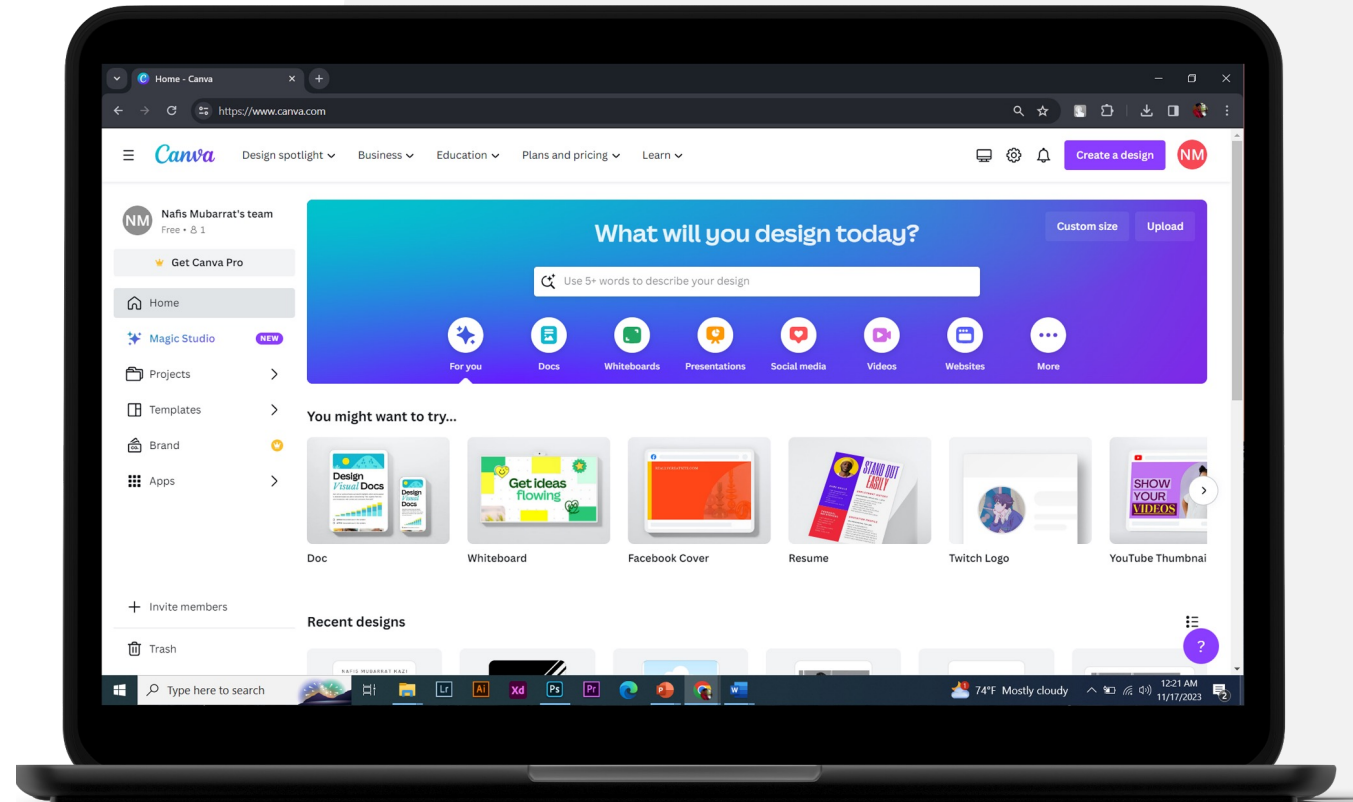
Envoke for
Bulk Emails

envoke

We rely on the Envoke platform to effortlessly send bulk emails, ensuring timely updates reach our relevant stakeholders.

Collaboration with
Video and Web Developers

✓ Partnered with video production and web development companies for a robust online presence.

✓ Resulted in captivating and informative videos, alongside a user-friendly, informative website.

✓ Collaboration enables an engaging platform for our audience with enriched content.

Engaging Freelancers
For Workshop Content

✓ To provide clients with high-quality module and workshop videos, we engage freelancers with expertise in the relevant fields from Upwork platform.

upwork™

E-Start

Thank you