



# Empowering Pre-Arrival Refugees and Settlement Sector:

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

**Program Manager**  
Ghaith Sheikh

# Our Agenda



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

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**Challenges**  
faced by pre-arrival  
refugees

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

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# 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



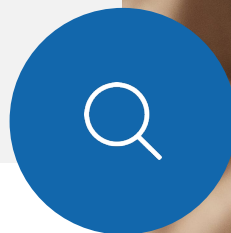
To be out of Canada (anywhere in the world)



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



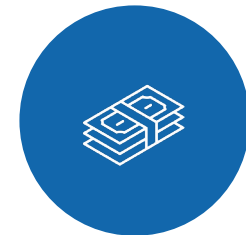
Participation in informative workshops



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

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



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



Live Chat



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



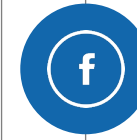
Envoke for Mass Emailing



Collaboration with Freelancers to Create Workshop Videos



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



Facebook Ads Targeting



Mobile App and Offline Module Watching



Canva for Social Media Content Creation

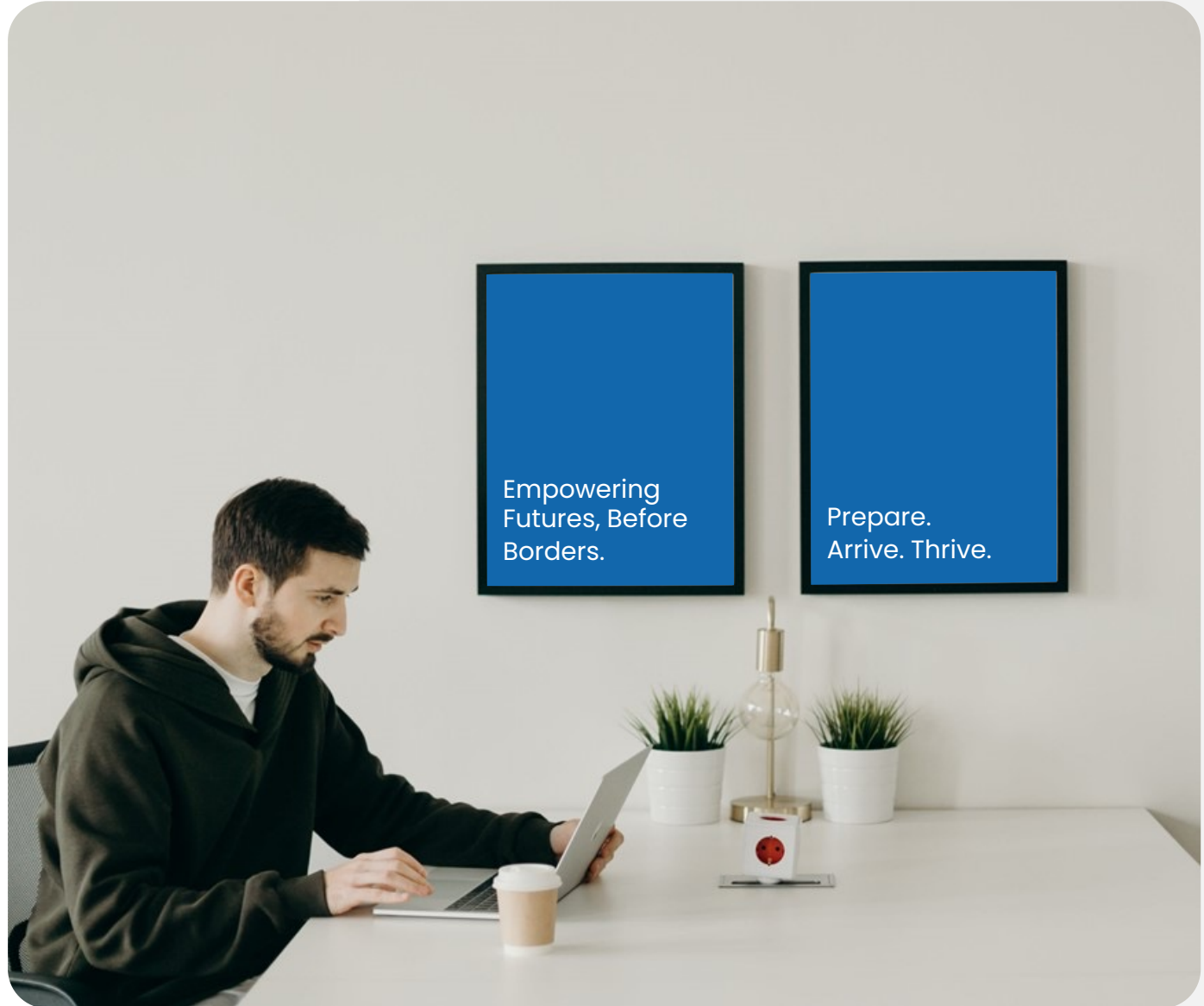


Collaboration with Video Production & Web Development Companies

# Online Learning Modules

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- ✓ Accessible Information
- ✓ Flexible Learning
- ✓ Tailored Content.



# Online Learning Modules

- ✓ Global Reach
- ✓ Real-time Updates



# WordPress Training & Website Enhancement



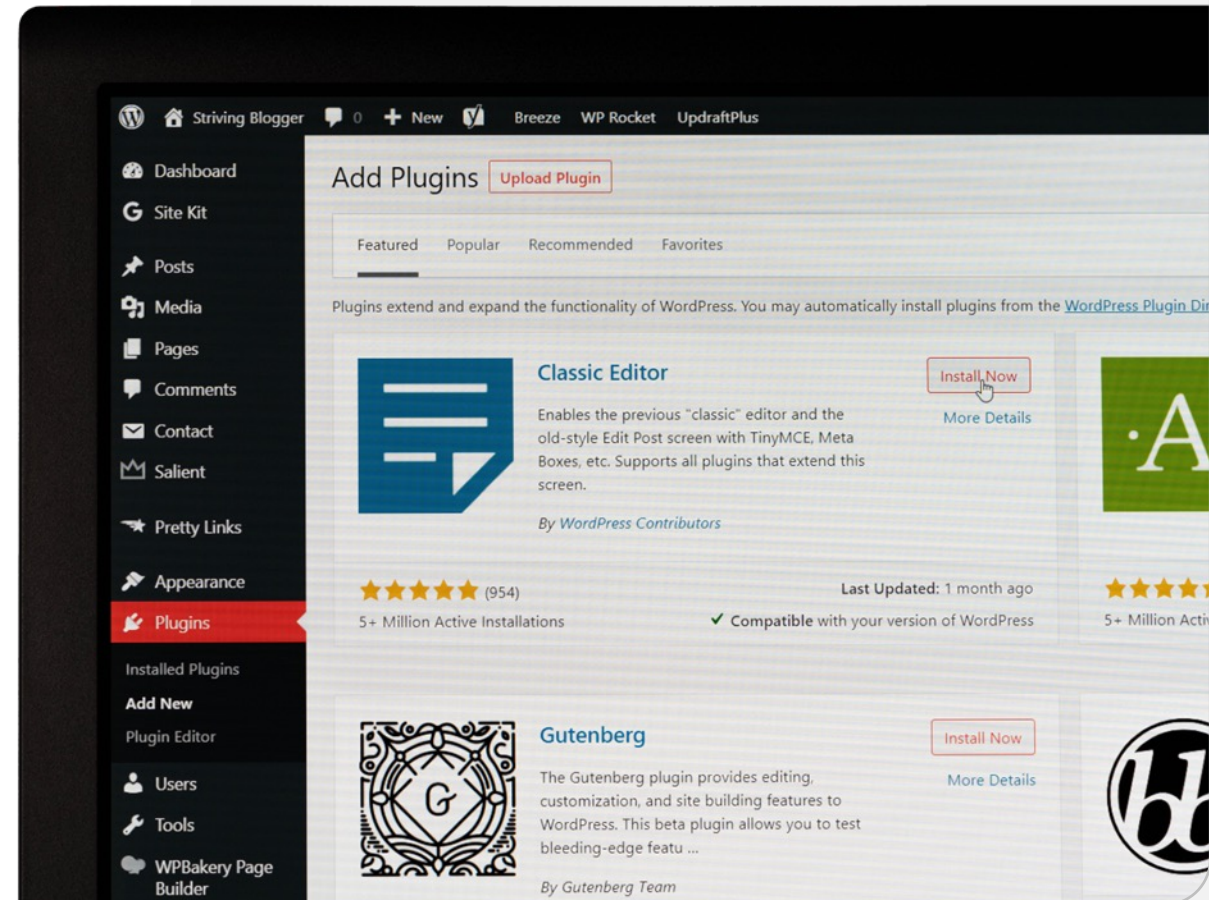
Offering WordPress training empowers clients to actively contribute and update the E-Start website content, ensuring it remains current and informative.



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.





Vancouver

Turkey

Jordan

UAE

Pakistan

# Facebook Ads Targeting



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

# Facebook Ads Targeting



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

facebook

E-Start Sponsored (demo) · 🌐

ايستارت هو برنامج ممول من وزارة الهجرة والجنسية الكندية، ويهدف إلى مساعدة اللاجئين قبل الوصول في التحضير للتوظيف والبحث عن عمل في كندا. نحن نقدم مجموعة من الخدمات لمساعدة اللاجئين على الاستعداد لسوق العمل الكندي، بما في ذلك:

- دروس المهنة عبر الإنترنت
- صفحة المصادر
- تتوفر أيضًا اجتماعات فردية للتوصيات والإرشادات الشخصية
- ورش عمل حول الاعتراف بالشهادات الأجنبية

من المهم ملاحظة أن خدماتنا ليست مخصصة حصريًا للاجئين الذين تمت الموافقة عليهم مسبقًا والذين من المقرر أن يأتوا إلى كندا. إذا لم تكن قد تلقيت الموافقة كلاجئ في كندا حتى الآن، فنحن نأسف لإبلاغك أن خدماتنا ليست في متناولك. نتطلع إلى دعمك ونتمنى لك الأفضل في رحلتك.

E-Start is program funded by IRCC, aims to assist pre-arrival refugees in preparing for employment and job search in Canada. We offer a range of services to help refugees prepare for the Canadian labour market, including.

- Online learning modules,
- Resources page, and
- One-on-one meetings are also available for personalized recommendations and guidance.
- Workshops on Foreign Credential Recognition (FCR)

It's important to note that E-Start's services are exclusively intended for pre-approved refugees who are scheduled to come to Canada. If you haven't received approval as a refugee in Canada yet, we regret to inform you that our services aren't accessible to you. We look forward to supporting you and wish you the best in your journey.

See Translation

**ايستارت هو برنامج**  
تموله وزارة الهجرة  
والجنسية الكندية، ويهدف إلى  
مساعدة اللاجئين قبل الوصول  
في التحضير للتوظيف

ايستارت هو برنامج ممول من وزارة الهجرة والجنسية الكندية، ويهدف إلى مساعدة اللاجئين قبل الوصول في التحضير للتوظيف والبحث عن عمل في كندا. نحن نقدم مجموعة من الخدمات لمساعدة اللاجئين على الاستعداد لسوق العمل الكندي، بما في ذلك:

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- ✓ تتوفر أيضًا اجتماعات فردية لتقديم توصيات وإرشادات مخصصة
- ✓ ورش عمل حول الاعتراف بالشهادات الأجنبية (FCR)

**برنامج ايستارت لخدمات التوظيف**  
سجل الآن

**Learn more**

**تساعد دروس المهنة عبر الإنترنت اللاجئين على التعرف على**  
المسارات الوظيفية المحتملة واستراتيجيات البحث عن عمل.

ستساعد هذه الدروس اللاجئين على الشعور بمزيد من الثقة والاستعداد للبحث عن عمل عند وصولهم إلى كندا.

**برنامج ايستارت لخدمات التوظيف**  
سجل الآن

**Learn more**

**تتوفر**  
مجموعة من  
الخدمات لمساعدة اللاجئين على  
الاستعداد لسوق العمل الكندي،  
بما في ذلك:

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**دورات**  
المهنة عبر الإنترنت

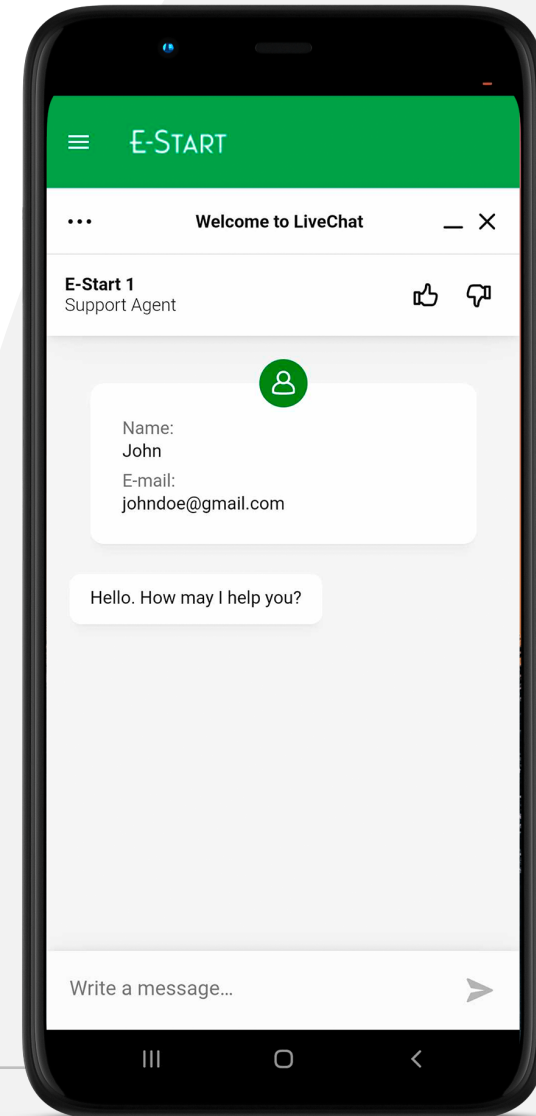
**دورات**  
المهنة عبر الإنترنت

**دورات**  
المهنة عبر الإنترنت

# 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.

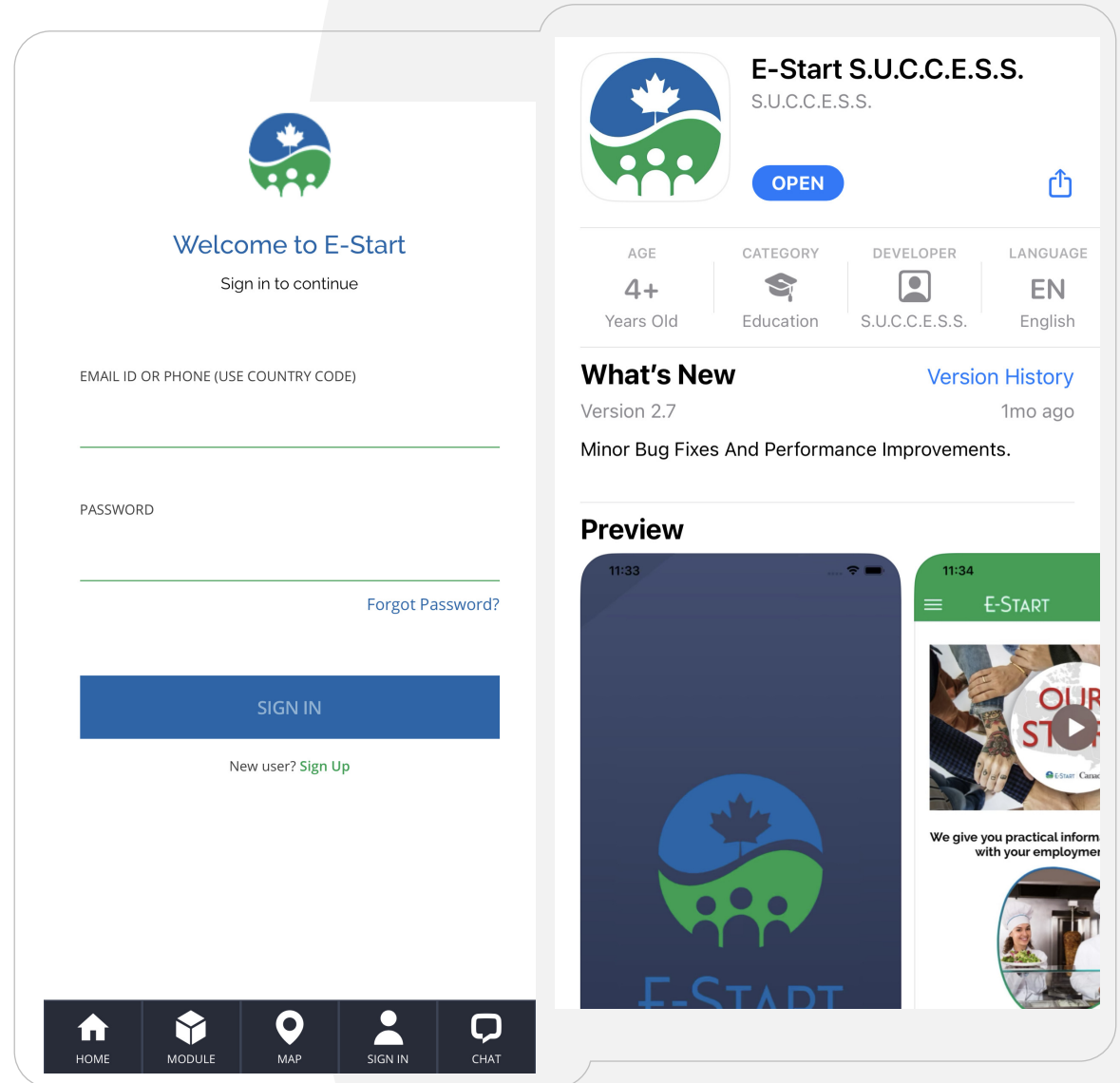
LiveChat





# 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.



The image displays two screenshots of the E-Start mobile application. The left screenshot shows the sign-in screen with the following elements:

- Logo:** E-Start logo featuring a maple leaf and stylized figures.
- Text:** "Welcome to E-Start" and "Sign in to continue".
- Form Fields:** "EMAIL ID OR PHONE (USE COUNTRY CODE)" and "PASSWORD".
- Buttons:** "SIGN IN" and "New user? Sign Up".
- Footer:** Navigation icons for HOME, MODULE, MAP, SIGN IN, and CHAT.

The right screenshot shows the app's presence on an app store:

- App Card:** "E-Start S.U.C.C.E.S.S. S.U.C.C.E.S.S." with an "OPEN" button.
- Metadata:** AGE: 4+ Years Old; CATEGORY: Education; DEVELOPER: S.U.C.C.E.S.S.; LANGUAGE: EN English.
- What's New:** "Version 2.7" (1mo ago) with "Minor Bug Fixes And Performance Improvements." and a "Version History" link.
- Preview:** Two mobile device screens showing the app's home screen and a video player with the text "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.



## Contact us

We are here to assist you every step of the way. Please find below our contact information:

**Email:**  
estart@success.bc.ca

**WhatsApp:**  
+1 (236) 880 1422

**Website:**  
estartSUCCESS.ca

**Follow us on social media:**  
Stay connected and get access to valuable resources, updates, and success stories from our participants:

**Instagram**  
instagram.com/estartcanada

**Facebook**  
facebook.com/estartsuccess





**For Quick Access  
Scan the QR Codes:**

Scan the QR codes below to access our mobile apps and social media. Use your mobile device's camera:

<p><b>Mobile app (iOS)</b></p> 	<p><b>Mobile app (Android)</b></p> 
<p><b>Instagram</b></p> 	<p><b>Facebook</b></p> 



## E-Start Pre-arrival Online Employment Program

Empowering Your Journey to  
Success in Canada

Funded by:  Immigration, Refugees and Citizenship Canada

Financé par:  Immigration, Réfugiés et Citoyenneté Canada

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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.

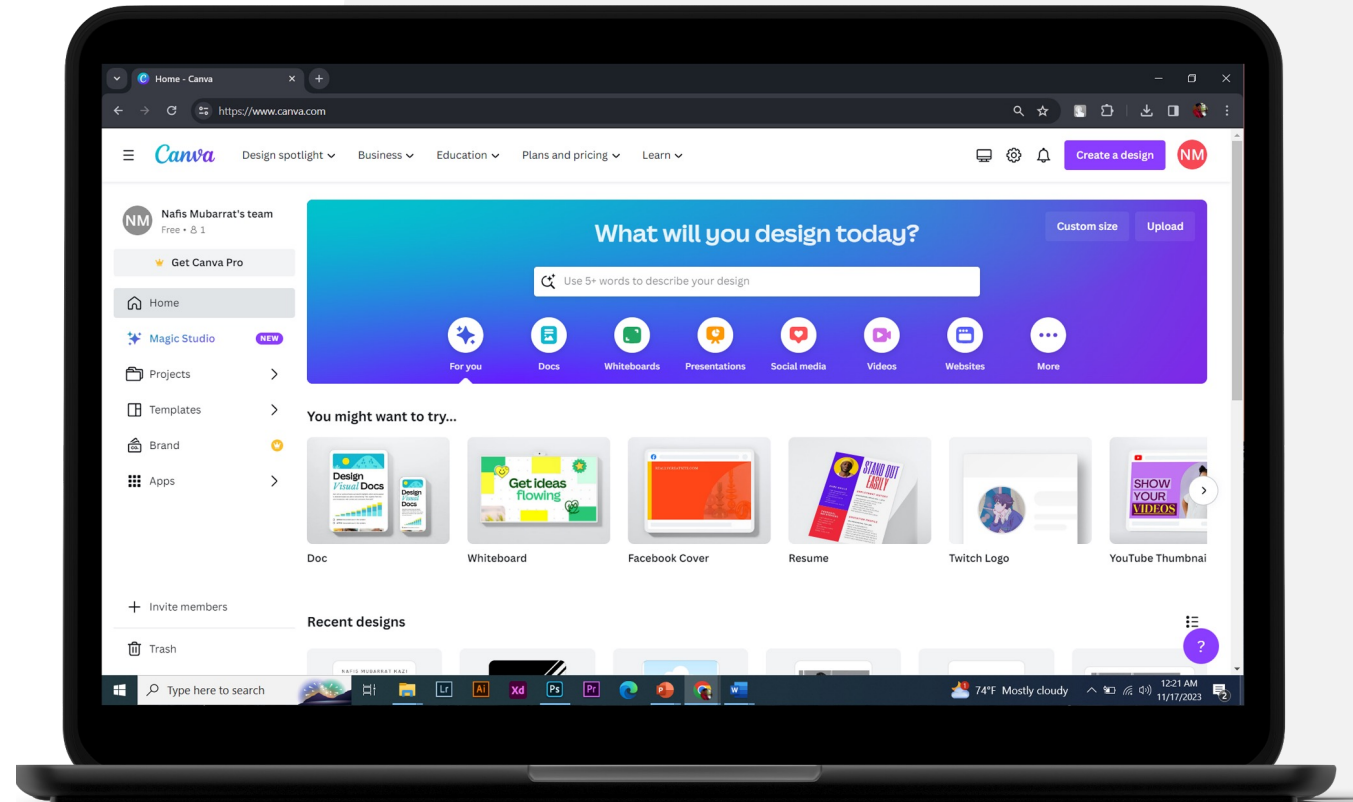
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# Canva for Social Media Content Creation

- ✓ 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.

Canva

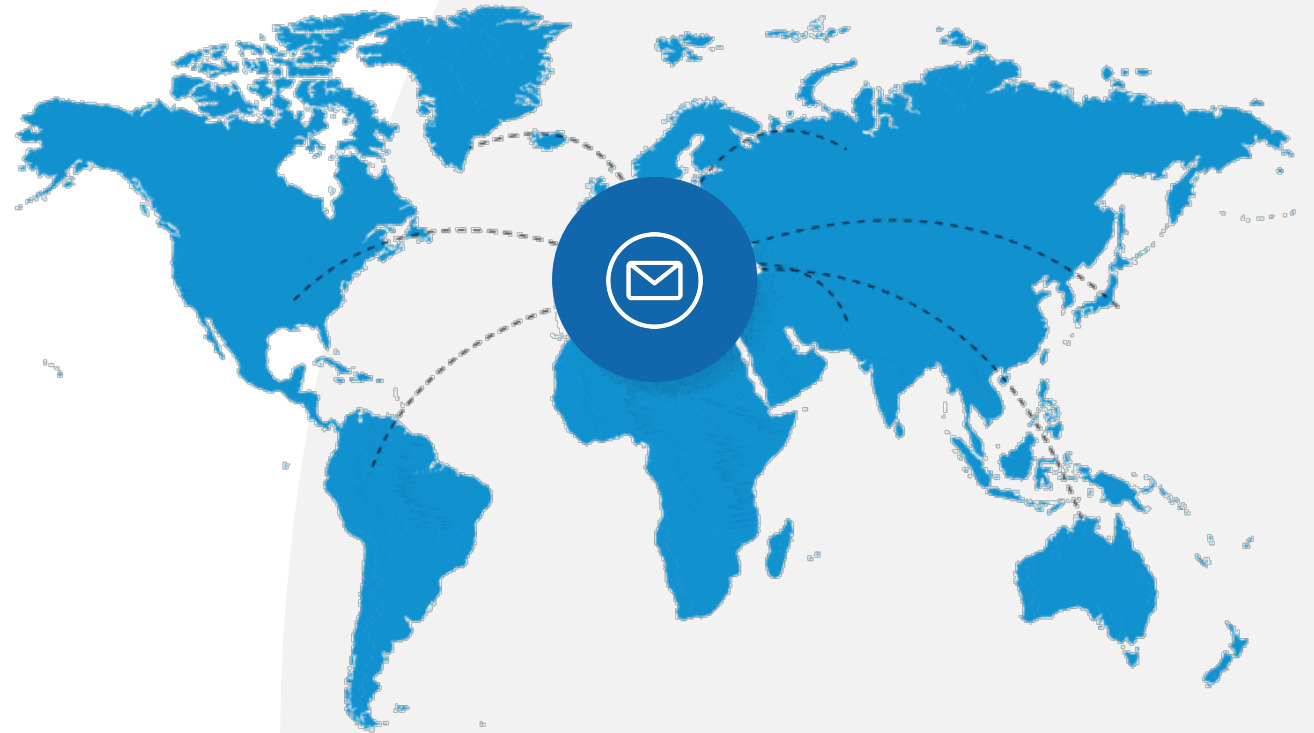


# Envoke for Bulk Emails



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

envoke



# 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.





Thank  
you