



TENT

# Options for Tracking the Number of Refugees Hired

Sunflower Project Working  
Group Call

May 2023





**In some countries, companies may be able to identify refugee employees on the basis of collecting this information from identity documents that new hires must submit.**



**In other countries, companies must use a different approach.**

## Collecting refugee employee data directly

### Asking employees to self-identify on a voluntary basis

- Some companies determine the refugee status of employees by encouraging them to voluntarily self-identify their refugee status on a strictly anonymous and confidential basis.
- These companies may administer this via an anonymous digital survey or an anonymous drop-box for review by HR.
- Companies may collect this information as a routine step for all new employees. (They can also administer it to the entire workforce at occasional intervals).

## Using proxies to estimate the number of refugee employees



### Creating a dedicated jobs portal for refugees

Applications submitted via the portal are very likely to be from refugee candidates, so companies use this as a proxy for identifying refugee status.



### Using a unique URL for refugee applicants

Companies track which candidates applied for jobs via the URL, which is shared with relevant organisations and individuals.



### Asking applicants to identify their referrer

Companies integrate a drop-down menu into online job application forms that asks "How did you hear about us?"

# Reach out to us!

- ▲ Find this resource on Tent's Members' Hub:

[www.tent.org/member-resources/](http://www.tent.org/member-resources/)

- ▲ For more information about tracking refugee employees, reach out to:

[info@tent.org](mailto:info@tent.org)



## Options for Tracking the Number of Refugees Hired

Companies that work with Tent to hire refugees often like to track how many refugees they have been able to hire. This can help companies determine to what degree their efforts to hire refugees are successful, report back on public commitments, and feed into broader diversity and inclusion metrics.

In some countries, companies may be able to identify refugees simply on the basis of collecting this information from identity documents. In other countries, companies need use a different approach. This resource illustrates some approaches Tent member companies have adopted to estimate how many refugees they are hiring.

**Please note that this resource is not legal guidance. The following are illustrative examples of approaches used by Tent members that may be of interest to you. Because your country's laws may differ from those where these approaches were enacted, please consult with your company's legal team before using any of them. You should also consult with your legal team about how to collect, store, and use employee data in a legally-compliant way.**

### Collecting refugee employee data directly

**Asking employees to self-identify on a voluntary basis**

Some companies determine the refugee status of employees by encouraging them to voluntarily self-identify their refugee status on a strictly anonymous and confidential basis. These companies may administer this via an anonymous digital survey or an anonymous drop-box for review by HR. Companies often incorporate a question on refugee status into established mechanisms for collecting certain demographic information about their workforce. Companies may collect this information as a routine step for all new employees joining the company. (They can also administer it to the entire workforce at occasional intervals.)

Companies encouraging employees to self-identify as refugees should offer a broad definition that encompasses not just formal legal status – such as “refugee”, “asylum seeker”, “beneficiary of the European Union’s Temporary Protection Directive”, etc. – but also anyone who considers themselves as being forcibly displaced from their home country. Tent would be happy to share illustrative language for asking employees to voluntarily self-identify as refugees.

### Using proxies to estimate the number of refugee employees

Other companies prefer to use a proxy for establishing the refugee status of employees. This allows them to develop an approximate estimate without the additional step of collecting information directly from employees. The following are some illustrative examples of how companies use proxies.

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### About the Tent Partnership for Refugees

With more and more refugees displaced for longer periods of time, businesses have a critical role to play in helping refugees to integrate economically in their new communities. Tent was launched in 2016 by Hamdi Ulukaya, the CEO and founder of Chobani – a multibillion dollar food company in the U.S. – to mobilize global businesses to fill the gap by helping connect refugees to work. Today, Tent is a network of over 300 major companies committed to hiring, training, and mentoring refugees. Find out more at [www.tent.org](http://www.tent.org).

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## Tent European Business Summit: an overview

The aim of the event is to unite the European business community to accelerate the economic integration of Ukrainian refugee women and other refugees.



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A high-profile forum for major companies to announce hiring and/or training commitments.

The event will bring together 100-150 representatives from companies, as well as institutions and NGOs.

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## Key information



### Event location:

Pavilon Gabriel  
5 Av. Gabriel, Paris



### Date and time:

Monday 19 June,  
3pm-5pm programme,  
followed by networking drinks



### Co-hosted by:

Existing and former CEOs of Adecco, ISS, Microsoft Poland, PepsiCo, and Unilever

### With senior level participation from:

European Commission, UNHCR, and the U.S. State Department

## Provisional program

Keynote speech by Margaritis Schinas VP, European Commission

High-level business panel

In conversation with UNHCR and two refugee employees

Company hiring and training commitment announcements

Panel discussion with staffing agencies + staffing agency commitment announcements

Mentorship announcement

Closing remarks

Networking drinks



## Commitment update

All commitments will focus on hiring and training refugees and have a 3-year time-span

29 confirmed commitment announcements, and 10 likely:

- 19 brands' hiring commitments
- 4 staffing agencies announcing inclusion of refugees in contingent workforce
- 4 training and upskilling commitments
- 2 companies announcing funding for the expansion of Tent's mentorship program in Europe



Altogether, we expect commitments to help **tens of thousands** of refugees connect to job opportunities

## How company commitments will be featured at the event

- The biggest ~15 commitments will receive standalone stage time to make the commitment announcement.
- Other individual commitments will be announced by two of our co-hosts and will be given logo visibility + referenced in external communications ("company x commits to hire x refugees in x countries over the next 3 years").
- There will be an "aggregate" commitment for companies that do not want to publicly announce their target (i.e., "company x, company y, and company z commit to collectively hire 1,000 refugees over the next 3 years").



**If you're making a commitment or participating as a speaker at the event, you'll hear from Tent on what's expected in the coming days!**

## An update on Tent's comms plan and next steps with companies

Tent is working towards a “big bang” comms moment that will include a **press release, press attendance and coverage at the Summit, other media opportunities, and social toolkit.**

Our team will be in touch soon to connect with the comms teams of companies making commitments to:

- Preview and align on your company's inclusion in the release (inc. select company spokesperson quotes) as well as commitment summary language for Tent's website
- Understand your willingness re: executive participation in media interview opps – both in-person at the Summit as well as broader efforts – and begin activating accordingly
- Share the embargoed partnership press release template and social media toolkit



## What we ask from you

1

If you're attending in person: register for the event!

Link here: <http://tent-european-biz-summit.splashthat.com>

2

If you haven't already done so, reach out to Tent to confirm that you intend on making a refugee hiring or training commitment

3

Fill in and submit the commitment by no later than May 31

4

Approve a commitment summary drafted by Tent that will be featured on our website

5

Connect us to your comms colleagues so we can share comms materials (press release, social toolkit, etc.)



▲  
Thank you!

