

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.



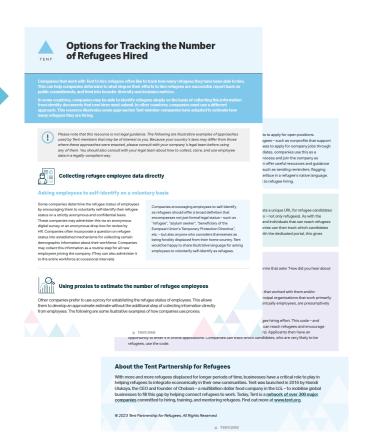
Asking applicants to identify their referrer

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/

▲ For more information about tracking refugee employees, reach out to: info@tent.org



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.



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.

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

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

 Link here: http://tent-european-biz-summit.splashthat.com
- If you haven't already done so, reach out to Tent to confirm that you intend on making a refugee hiring or training commitment
- Fill in and submit the commitment by no later than May 31
- Approve a commitment summary drafted by Tent that will be featured on our website
- Connect us to your comms colleagues so we can share comms materials (press release, social toolkit, etc.)

▲ TENT

