



COMMUNICATIONS & KNOWLEDGE TRANSLATION FINAL REPORT

2022-2024

Project Holder: inclusion powell river society

Communications Consultant: Talking Circle

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WHY WE ARE CONNECTING

CONTEXT

The New Inclusive Economy (NIE) was a British Columbia (B.C.) based, province-wide research project which intended to capture alternative economic approaches to inclusive employment and explore how employers recruit and retain people with disabilities.

A Ministry of Post-Secondary Education and Future Skills Sector Labour Market Partnership project, the two-year research project completed engagement with employers and entrepreneurs with disabilities through an environmental scan, (including a UB.C. Qualtrics survey) interviews, focus groups and case studies.

B.C. has a vision of becoming the most accessible province in the country for people with disabilities – including having the highest labour participation rate. People with disabilities are currently employed at a far lower rate than people without, and inclusive employment has the potential to greatly benefit both B.C.’s Accessibility 2024 goals and the provinces growing labour market needs. Until now, tons of resources have been put into training people with disabilities to fill gaps in the workforce, yet, many employers don’t know how to, or aren’t prepared to offer meaningful employment to people with disabilities.

Research Question

The goal of the NIE project was to develop **evidence-based promising practices for employers and entrepreneurs** and identify alternative economic approaches to inclusive employment. Through an engaging and accessible process, the NIE research was intended to benefit people with disabilities who need and deserve to be recognized as having a place in the economy. The NIE research team was guided by this central **research question**:

When people with disabilities and other barriers to employment are meaningfully employed, what are the enabling structural conditions? How can these be amplified and mobilized in other contexts?

Plain Language Research Questions:

What workplace conditions and practices lead to meaningful employment for people with disabilities? What are the alternative economic approaches to providing meaningful employment?

WHO WE CONNECTED WITH

The project holder and host agency, inclusion Powell River Society (iPRS), has been in operation since 1954. iPRS is a registered charitable organization and non-profit society whose mandate and primary activities are designed to support and encourage children and families with or at risk of developmental delay, adults with developmental disabilities, adults with other disabilities and seniors to live fulfilling lives in their community of choice.



This project was funded by the Ministry of Post-Secondary Education and Future Skills (PSFS) and adhered to the Province of B.C. *Marketing, Publicity and Communications Guidelines*.¹ iPRS engaged an NIE research team, comprised of experts from inclusive employment including UBC's Canadian Institute for Inclusion and Citizenship (CIIC), the Social Research and Demonstration Corporation (SRDC), and Regenerem, an independent diverse economies research consultant.

PROJECT CHAMPIONS

The project was overseen by three committees: a **Governance Committee** reviewed methods, protocols, tools, communications plan and feedback; an **Ethics SuB.C.ommittee** reviewed the research plan; and an **Experts and Innovators Committee** provided validation to the findings

through thought leadership around inclusive employment. These committees included members from the Presidents Group (association of disability inclusive employers in B.C.), industry representatives, experts in disability inclusive employment (including self-advocates), and staff from the Sector Labour Market Partnerships (SLMP) program in ex-officio capacity.

PARTNERSHIP DEVELOPMENT

iPRS is explored a potential collaboration with ECUAD Health Design Lab and a student group comprised of persons who self-identify with a disability. Potential project partners also include the B.C. Chamber of Commerce, representing more than 120 chambers of commerce and boards of trade, and 36,000 businesses of every size, and from every sector and region. As well, the Canadian Community Economic Development Network (CCEDNET) is a national association committed to strengthening communities by creating economic opportunities that enhance social and environmental conditions. CCEDNET is a potential recruitment and research dissemination partner.

EXTERNAL AUDIENCES

This project explored current environment and opportunities for inclusive employment in a variety of diverse industries and with employment decision-makers (C-suite and executive members of enterprises, human resource professionals and managers) from a variety of economic models, including but not limited to:

Cooperatives

Cooperatives (co-ops) develop communities and create jobs by offering a range of supports like housing, food or health care. They are owned and operated by the people who use these essential products or services. There are over 90 member cooperatives in B.C.² (e.g., Coast Capital Savings, banking and insurance co-operatives, Modo and sharing economy co-ops).

Social enterprises

Social enterprises are revenue-generating businesses with specific social objectives to benefit society. Social enterprises operated by non-profit organizations with a focus on workforce integration social enterprises operating in B.C. are of a particular interest as they are addressing barriers to employment for people with and without disabilities. (e.g., OneLight and The Nook in qathet region, Potluck Café and Embers in Vancouver).

For profit business

Much like social enterprises, businesses operating for-profit have a goal of earning revenue as a sustainable business. The three common types of business structures are sole proprietorship, partnership and corporation. People with disabilities who are entrepreneurs and/or inclusive employers would be included in this category of external audience (e.g., 25+ members of Presidents Group, 3,700+ business leaders associated with the B.C. Chamber of Commerce, and Small Business B.C.).

Public sector employers

Employers in this category include B.C.'s 29+ Crown Corporations as well as other levels of government (federal, regional district, municipal, Indigenous). With over 203+ First Nations in B.C., there is leadership and economic development involvement of Indigenous Governments and Organizations (IGOs).

Diverse industries

This audience category includes labour market innovators (also known as disruptive innovation), online retailers located in (or selling to) B.C. markets, unions, manufacturers, and service agencies that are interested in generating inclusive workplaces.

ECONOMIC REGIONS IN THE PROVINCE

The NIE research intended to identify inclusive employers from among research participants in each of the 8 economic regions in B.C., to share their perspectives with other employers as part of knowledge translation and dissemination.

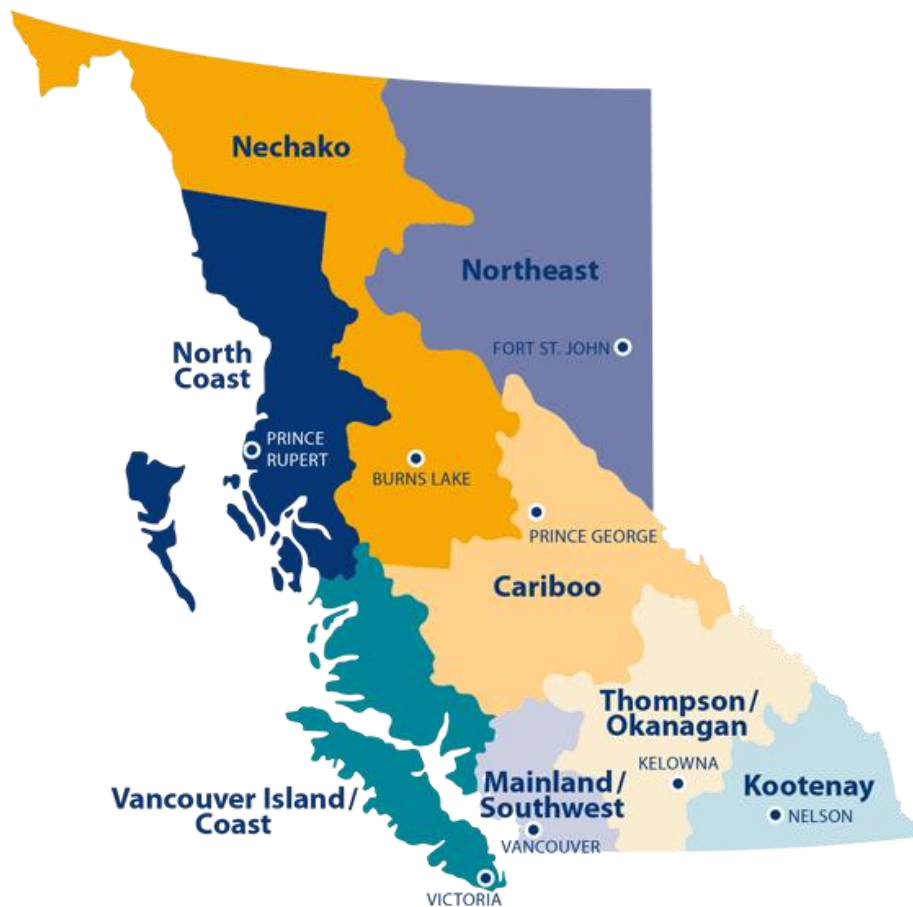


FIGURE 1: GOVERNMENT OF BRITISH COLUMBIA HAS OUTLINED EIGHT DISTINCT ECONOMIC REGIONS³

HOW WE CONNECTED

STRATEGIC APPROACH

This report describes the strategic approaches and actions taken to attract and engage a diverse array of employers in B.C. into a conversation about inclusive employment. Knowledge translation activities were intended to meet the project goals to elucidate the benefits of inclusive hiring through Business to Business (B2B).

COMMUNICATION OBJECTIVES

Throughout the project, a Detailed Communications Plan supported the two overarching communication directions: **recruitment** to the research project; and making the research findings **accessible**. Through **knowledge translation**, the NIE project aimed to encourage meaningful employment by communicating promising practices and lessons learned to cultivate inclusive and productive employment environments and address employer barriers to providing inclusive employment.

Specifically, there were three communication objectives:

1. Maintain participation and unity among project champions and partners through **strong internal communications processes and practices**
2. Promote **diverse industry/employer participation** in the project
3. **Translate and disseminate key findings** to industry partners and external audiences

Objective 1: Strong Internal Communications

The NIE project developed **strong internal communications processes and practices** with the completion of these outcomes:

- SharePoint workspace established for internal communications
- Terms of Reference and agreed Decision Making Approach
- Provide reporting and summaries for review in both written and audio formats
- 5 meetings of NIE Governance Committee
- 8 meetings of NIE Innovators and Experts Committee
- 12 meetings with Research Team

- 24 bi-weekly internal communications meetings with iPRS

Objective 2: Diverse Participation

The NIE project promoted **diverse industry/employer participation** in completing the following outcomes:

- Website launched to describe the project, showcase partners and accessible document repository, survey launched with brief description
- +150 Newsletter subscribers to a growing database
<https://newinclusiveeconomy.ca/newsletter>
- Earned media via 2-3 press releases, up to 12 blogs, 10 media interviews in print, radio and television
- Paid media via 2 news outlets (print, radio, TV or online including value for Google ads) in each economic region
- Social media via iPRS Facebook, network's Twitter
- 89 participants completed the survey
- Disability-inclusive B.C employers participating as 6 case studies, 6 focus groups, 10+ interviews (during recruitment time period, October 2022 to April 2023)
- iPRS reached out to key target employer research participants
- Governance Committee members assisted with research validation through focus group participation

Objective 3: Knowledge Translation and Dissemination

The NIE project team **translated and disseminated key findings** to industry partners:

- NIE project findings shared and disseminated (literature review and research findings) on website, newsletter media releases, opportunity events
- Thank Tank assembled (20 employers from key sectors and partner groups establish concrete recommendations)
- Presented findings at Canadian Association for Supported Employment (CASE) World Conference to (approximately) 100 attendees, June 8, 2023
- NIE Road Show (Business-to-Business conversations and panel presentations to share project findings) with 403 registrants from all 8 economic regions
- Additional social media dissemination opportunities as recommended by the Governance Committees including Presidents Group events, and B.C. Disability Employment Month

KEY MESSAGES

Shaping Key Messages Together

On September 14, 2022, during a joint meeting with the NIE Research Team, Experts and Innovators, and Governance Committees, the team reviewed a draft set of five key messages. After ‘workshopping’ the messages and soliciting feedback via Zoom Whiteboard, the following revised key messages were agreed upon to communicate about the NIE project:

Message # 1:

Inclusive employers are looking for new possibilities about work and workplace accommodation. At the same time, employees are drawing clearer boundaries for their physical and mental health.

Message # 2:

We are engaging in conversations about inclusive employment in different industries in B.C. We are inviting participation from employers who aspire to be disability inclusive, self-employed people with a disability, and B.C. employers with an inclusive employment story to share.

Message # 3:

What workplace conditions and practices lead to meaningful employment with disabilities, and what are the alternative economic approaches to providing meaningful employment?

Message # 4:

What are the challenges faced by employers who want to be more inclusive, and what are the internal/external supports that can be provided to meet those challenges?

Message #5:

At the end of this research, we will share back what we learn about the enabling structural conditions and promising practices for employers to be inclusive in hiring and retaining employees with disabilities.

Feedback from Committees

New Inclusive Economy Re-Launch 2022-09-14 08:51 AM

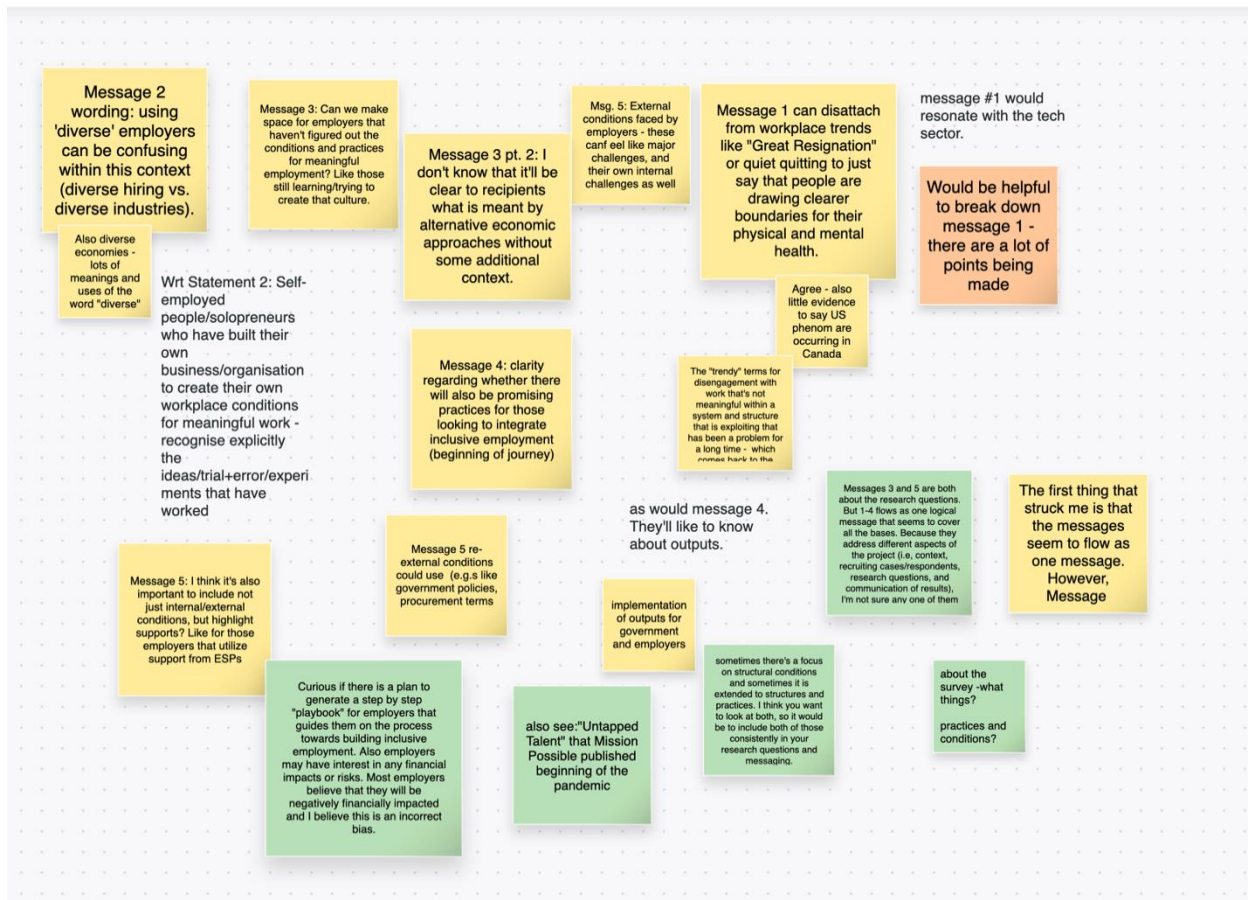


FIGURE 2: COMMUNICATION MESSAGES AND FEEDBACK FROM NIE COMMITTEES

Message Frame

Problem: Many B.C. employers appear to be unaware that most employees with disabilities require no workplace accommodation; and if required, the average cost associated with providing accommodation is relatively low. Employers tend to presume hiring people with disabilities is a liability rather than an asset to the workplace. There is a lack of data pointed at what employers can do to foster more inclusive workplaces through policy, education, and workplace culture shaping.

Solution: Illustrate, clearly and factually, the winning characteristics of productive inclusive work environments. Share research findings from literature review and environmental scan.

Who Benefits: The goal of this research is to share a set of promising practices and conditions with employers and entrepreneurs who want to be more inclusive and equitable, and to identify economic models that lend themselves well to inclusion. Through an engaging and accessible process, the New Inclusive Economy research aims to benefit people with disabilities who need and deserve to be recognized as having a place in the economy.

Key Facts

According to the 2022 Canadian Survey on Disability, the employment rate for people with disabilities is rising, with about 62% of working-age people with disabilities employed compared with 78% for Canadians without a disability.⁴ Additionally, people with very severe disabilities face lower employment rates and are two-and-a-half times less likely to be employed than people with mild disabilities. [OBJ]

With a forecast of 903,000 job openings in B.C. between 2018 and 2028, British Columbians with disabilities are an important, and largely untapped, talent pool. Inclusive hiring by employers in B.C. supports Accessibility 2024, government's vision of becoming the most accessible province in Canada for people with disabilities—including having the highest labour participation rate.

With new information from the Presidents Group⁵

People with disabilities are great employees

- 72% higher staff retention
- 86% had equivalent or better attendance than their peers
- 90% performed equal or better than their coworkers without disabilities
- Studies also show workers with disabilities are less likely to have to take time off or file worker's compensation claims due to workplace injury.

Diverse and inclusive workplaces have better business outcomes

- 2x more likely to meet or exceed financial targets
- 6x more likely to be innovative
- 6x more likely to effectively anticipate change

APPENDIX A: COMMUNICATIONS GUIDELINES

SCHEDULE “B”

MARKETING, PUBLICITY AND COMMUNICATIONS GUIDELINES

For the purposes of this Schedule “B”, all references to the Project Holder shall be deemed to include any of its SuB.C.ontractors, as applicable.

1. The Project Holder must:
 - (a) cooperate with the Province in relation to making such public announcements, issuing such news releases or participating in such event opportunities regarding the Project, as the Province may request; and
 - (b) comply with the Province’s instructions regarding the matters described in paragraph (a) above.
2. The Project Holder must not make any public announcements or provide any media releases, promotional materials or communications in a public forum with respect to the Project except where the same have been approved in advance in writing by the Province.
3. The Project Holder must acknowledge the financial contribution made by the Province and the Government of Canada (“**Canada**”) on or in any signage, posters, exhibits, pamphlets, brochures, advertising, websites, social media content, video footage, or other Materials produced or compiled by the Project Holder in relation to the Project that will be published, used for promotional purposes or otherwise viewed by, or made available to, the public (collectively, “**Communications**”) in a manner satisfactory to the Province.
4. All Communications must display the following logos and statement (“**Branding**”)

5. The Project Holder must prominently display the following disclaimer on and in association with all final Project reports: “The views and opinions expressed in this report are those of its author(s) and not the official policy or position of the Government of British Columbia.”

6. All Communications must have prior written approval from the Province. To obtain prior written approval, the Project Holder must submit the proposed template for the Communications to the Province identifying the media channel and duration of the proposed Communications.

7. Any urgent media deadlines for the Communications should be flagged when requests for approvals are submitted

8. Any and all use by the Project Holder of the Provincial logos or the Canada logos set out in the Branding will be in the form provided, and will comply with the graphic standards and any conditions communicated, by the Province to the Project Holder from time to time.

9. The Province and Canada are and shall remain, respectively, the owners of all right, title and interest in and to the Provincial logos and the Canada logos set out in the Branding, and any goodwill associated with the use of such Provincial logos and the Canada logos by the Project Holder will ensure entirely to the Province and Canada, respectively. Any proprietary rights not specifically granted to by the Project Holder under this Agreement remain with the Province and Canada, respectively, including, without limitation, copyright and trade-mark protection.

APPENDIX B: COMMUNICATIONS ACTION PLAN

(Last updated, January 31, 2024)

TABLE B1: COMMUNICATIONS ACTION PLAN

Objective #	Communications Activities	Target Completion Date	Lead Responsibility
Objective 1: Strong Internal Communications	Initiate communication protocols and procedures: <ul style="list-style-type: none"> SharePoint workspace established for internal communications Terms of Reference and agreed Decision Making Approach Accessible sharing of research materials 	COMPLETED – 2022 COMPLETED – 2022	iPRS Project Manager NIE Research Team NIE Committees & project champions
Objective 1: Strong Internal Communications	Maintain regular communications within teams: <ul style="list-style-type: none"> 5 meetings of NIE Governance Committee 8 meetings of NIE Innovators and Experts Committee 12 meetings with Research Team 30 bi-weekly internal communications meetings with iPRS 	COMPLETED – 2022-2023 COMPLETED – 2022-2023 COMPLETED – 2022-2023 COMPLETED – 2022-2023	iPRS Project Manager + delegate Talking Circle Consultant NIE Research Team NIE Committees & project champions
Objective 2: Diverse Participation	Reach External Audiences, as planned in Appendix B: <ul style="list-style-type: none"> Website launched to describe the project, showcase partners and accessible document repository Increase from 50-150 Newsletter subscribers to a growing database Earned media via 3 press releases, up to 12 blogs, 10 media interviews Paid media via 2 news outlets in each economic region Social media via iPRS Facebook, network's Twitter 	COMPLETED – Sep 8, 2022 COMPLETED – 2022-2023 ONGOING Mar-April 2024 COMPLETED – 2022-2023	Talking Circle Consultant iPRS Communications iPRS Project Manager + delegate

		COMPLETED – 2022-2023	
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Objective #	Communications Activities	Target Completion Date	Lead Responsibility
Objective 2: Diverse Participation	Recruit Diverse Participation: <ul style="list-style-type: none"> Survey launched and shared with external audiences 89 participants complete the full survey Disability-inclusive B.C employers participating as 6 case studies, 6 focus groups, 10+ interviews 	COMPLETED – Sep 12, 2022 COMPLETED – Oct 31, 2022 COMPLETED – Nov 1, 2023	iPRS Project Manager + delegate NIE Research Team NIE Committees & project champions
Objective 3: Knowledge Translation and Dissemination	Sharing results virtually and accessibly: <ul style="list-style-type: none"> Literature review shared in plain language Create a readings and resources section on project website Update the approved schedule (in Appendix B) for timely dissemination of press releases and media advertisements. 	COMPLETED – Nov 1, 2023 COMPLETED – Sep 8, 2022 COMPLETED – Nov 1, 2023	Talking Circle Consultant iPRS Project Manager + delegate
Objective 3: Knowledge Translation and Dissemination	Exchanging knowledge in B2B dialogue: <ul style="list-style-type: none"> Thank Tank assembled (20 employers establish concrete recommendations) Connect with inclusive employers across 8 economic regions (B2B Road Show) Coordinate welcome with Indigenous Host Nations in each of the 8 economic regions. Present findings at opportunity events/conferences (CASE Conference) 	COMPLETED – May 2023 COMPLETED – June 2023 COMPLETED – June 2023 COMPLETED – Sep 2023	iPRS Project Manager Talking Circle Consultant NIE Research Team NIE Committees & project champions

APPENDIX C: COMMUNICATIONS DELIVERABLES

Schedule of Marketing, Publicity and Communications Deliverables
(Last updated, January 31, 2024)

TABLE C1: COMMUNICATIONS DELIVERABLES

NIE Project Milestone	Detailed Communications Deliverable	Marketing/Publicity Approval Date (target)
Survey launch, resulting in 100-200 participants in survey	Media Release (1 of 3) 1. September 26, 2022: New project asks inclusive employers in B.C. to share practices	COMPLETED iPRS – Sep. 16, 2022 PSFS - Sep. 25, 2022
	Earned Media Coverage (7) 1. The Peak news 2. CB.C. B.C. Today 3. Accessible Media Inc. Kelly and Company 4. CB.C. Vancouver News at 6 5. The Tyee with Leni Goggins and Anju 6. Accessible Media Inc. NOW with Dave Brown 7. UB.C. CiTR Radio Podcast	COMPLETED Oct 3 – Dec 31, 2022
	Blog posts (3) 1. B.C. Centre for Social Enterprise 2. Small Business British Columbia 3. B.C. Partners in Workforce Innovation	COMPLETED Oct. 6-14, 2022
Recruitment to Engagement (interviews, Thank Tank, B2B road show)	Media Release (2 of 3) 2. May 26, 2023: Employers lead the way with New Inclusive Economy	COMPLETED IPRS – Mar. 30, 2023 PSFS - April 2023
	Earned Media Coverage (5) 1. Penticton Herald (June 5, 2023) 2. Alaska Highway News (June 5, 2023) 3. B.C. Government News (May 26, 2023) 4. City of Victoria News (May 26, 2023) 5. Prince George Citizen (May 26, 2023) 6. Rewind Radio 102.9 (May 25, 2023)	COMPLETED May-June 2023
Final Reporting dissemination	Media Release (3 of 3)	DRAFTED Mar-April 2024
	Earned Media Coverage (12 of 12)	ONGOING Mar-April 2024

	Blog posts (1-3)	ONGOING Mar-April 2024
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APPENDIX D: KNOWLEDGE TRANSLATION

Recruitment and invitations to participants for Thank Tank

Subject: You're invited to the New Inclusive Economy - Thank Tank Virtual Event

When: Wednesday, May 3, 2023

10:00 am morning presentations: research findings and roundtable Q+A (10am-12pm)

12:00 pm midday health break (12pm-2pm)

2:00 pm afternoon discussions: sector-based or organization structured groups (2pm-4pm)

The New Inclusive Economy (NIE) is a British Columbia (B.C.) based, province-wide research project that captures promising practices and alternative economic approaches to inclusive employment. We are convening a Thank Tank group of B.C.-based organizations who want to be more inclusive and equitable. This engaging and accessible virtual event is an opportunity to hear about promising practices for employers and entrepreneurs.

We are inviting one member of your organization to participate in the discussion about how employers recruit and retain people with disabilities. In reciprocity, we are offering honoraria (\$500) in thanks for your participation, or a donation to a Canadian charitable organization of your choosing.

To register please use the following form to input your information here:

<https://newinclusiveeconomy.ca/registration>

Sincerely

Leni Goggins

Project Manager New Inclusive Economy project

TABLE D1: THANK TANK PARTICIPATING ORGANIZATIONS

THANK TANK MAY 5, 2023	20 INVITED / PARTICIPATING ORGANIZATIONS
B.C. Aboriginal Network on Disability Society	Immigrant Services Society of B.C.
B.C. Assembly of First Nations	New Beta Innovation
B.C. Association of Manufacturers	Red Cross
B.C. Co-op Association	Small Business in B.C.
B.C. Ministry of Social Development & Poverty Reduction	Surrey Board of Trade
Canadian Community Economic Development Network	Tla'min Nation
Canadian Mental Health Association	TransLink Union
Caribou-Chilcotin Aboriginal Training Centre	Union of B.C. Municipalities
Destination Canada	Vancouver Community College
First Nations Health Authority	Vancouver Economic Commission

Thank Tank graphic notes



FIGURE 3: NIE THANK TANK GRAPHIC RECORDINGS AND AUDIO NARRATION:

[HTTPS://NEWINCLUSIVEECONOMY.CA/B2B-ROADSHOW/](https://newinclusiveeconomy.ca/b2b-roadshow/)



FIGURE 4: NIE PROMISING DIRECTIONS AND AUDIO NARRATION: [HTTPS://NEWINCLUSIVEECONOMY.CA/B2B-ROADSHOW/](https://newinclusiveeconomy.ca/B2B-ROADSHOW/)

B2B Employer Roadshow

Purpose: This series of Business-to-Business conversations and panel presentations were intended to share project findings with inclusive employers in the 8 economic regions of B.C..

Invitees: Outreach to target audience included employers who aspire to be disability inclusive, self-employed people with a disability, and B.C. employers with an inclusive employment story to share; community members and general public all welcome.

Goals: Our target was 5 employers attending for each community, with each organization having a minimum of one person with a disability represented. Three panel presentations featured employers with a disability-inclusive story to tell; with a goal of having the employer and employee featured on the panel.

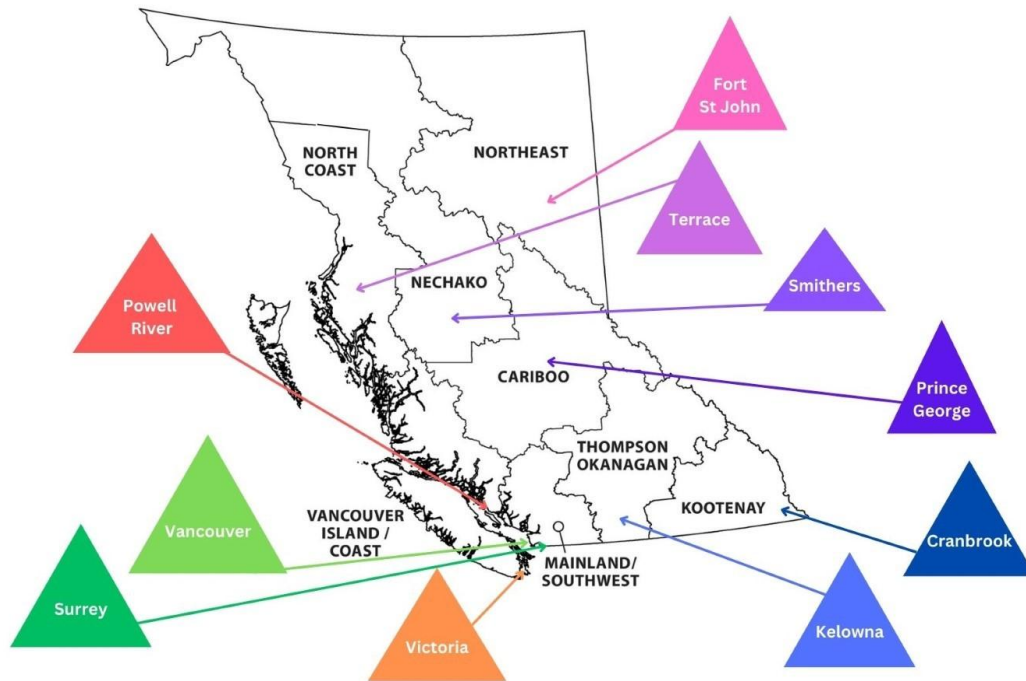


FIGURE 5: NIE PROJECT TEAM COMPLETED ENGAGEMENT IN TEN COMMUNITIES IN THE EIGHT ECONOMIC REGIONS OF B.C.

Partnerships: WorkBC centres, local Chamber of Commerce, Rotary at Work organizations, Municipal and Indigenous governments and Host First Nations.

Indigenous Host Nations: inclusion Powell River reached out to Host First Nations in all economic regions of B.C. to invite a member to provide a Host Welcome at the start of each event (see Table D3 in Appendix D).

Available supports: each event was free and open to the public. Meals or light refreshments were available in reciprocity for participation and presentation times reflected the norm for employer gatherings in each community. iPRS provided technical supports to encourage inclusive participation (ASL translation for each event, accommodations of disabilities, printed materials etc.).

Outreach tools: The template poster/flyer was tailored for each community and provided to WorkBC centres and community partners, at least 4 weeks in advance for participants to plan their time, transportation and supports, as-needed.

Communications:

- 2 media releases (Sep 2022, May 2023)
- Coverage/news stories in 12 earned media outlets (B.C. Gov news, CB.C. B.C., Accessible Media Inc, the Tyee, UB.C. podcast) and 3 blog posts
- Pre-registration (optional) via Eventbrite and social media for promoting the events
- Each venue was selected as having physically accessible event spaces, hired local catering and provided live American Sign Language for every event.
- Video recordings for several events were made publicly available at: <https://newinclusiveeconomy.ca/resources/knowledgetranslation/>

Typical event agenda:

- A complimentary meal (breakfast or lunch) was provided for every event
- With each event, we began with a Territorial Welcome (provided by an Elder or Host Nation representative of whose territory we were visiting) and welcome from co-hosts
- Our goal was to share the stories from 3 employers in each community, with a minimum one person with a disability co-presenting.
- We closed each event by presenting the outcomes of the Thank Tank virtual event w/ 20 inclusive employers (held May 2023)
- On each table during the events was a double-sided copy of the graphic recordings / images describing the NIE Research Questions and Promising Directions

Participation outcomes:

- Business-to-Business Roadshow engaged 403 participants across B.C. for 9 events
- CASE Conference was a 10th event we did not manage registration for (apx. 100+)
- Overall low attrition rates (ranging from 2-10%)
- Nearly 100% at-capacity in half of the events communities (Terrace + Prince George, Victoria, Kelowna, Fort St. John)
- Highly engaged participation was largely due to deepening relationships of the NIE team and iPRS staff with WorkBC Centres and employer engagement.

TABLE D2: KNOWLEDGE TRANSLATION REGIONS IN B.C.

Regions in B.C. ⁶	Community	Dates	# of registrants
Lower Mainland / Southwest	Surrey and Vancouver	Jun 2/23	76
Kootenay	Cranbrook	Jun 5/23	29
Cariboo	Prince George	Jun 12/23	40
Nechako	Smithers	Jun 14/23	38
North Coast	Terrace	Jun 15/23	30
Vancouver Island/Coast	Victoria and CRD	Jun 19/23	59
Thompson/Okanagan	Kelowna	Jun 22/23	71
Northeast	Fort St. John	Jun 28/23	41
Vancouver Island/Coast	Powell River	Jun 26/23	19
8 Economic Regions in B.C.		Total	403 registrants

We learned that majority of participants were either “aspiring to be inclusive” or already identifying as an inclusive employer. The employers who chose to show up were the ones interested in learning about a New Inclusive Economy. We asked, “What best describes your situation?” Many registrants provided more than one answer in this category:

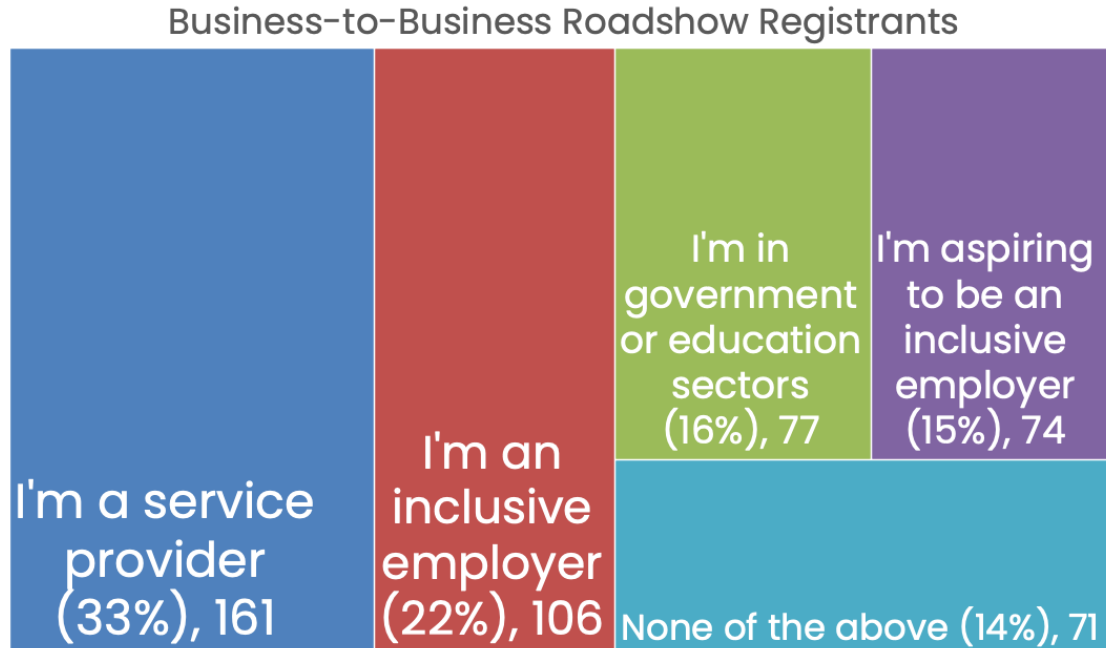


FIGURE 6: ADVANCE POLL RESULTS FOR BUSINESS-TO-BUSINESS EMPLOYER ROADSHOW REGISTRANTS

TABLE D3: COMMUNITY PARTNERS IN B.C.

City	Co-host Partner Organizations	Co-Facilitators Organizations	Host First Nation & link to video recording
Surrey	<ul style="list-style-type: none"> Surrey Board of Trade Downtown Surrey BIA South Surrey and White Rock Chamber of Commerce 	Marco Pasqua , co-facilitator Seema Tripathi co-facilitator, UNITI Garnett Pawliw Party Works Interactive Raunaq Singh Bandra Cafe Scott Johnson Holiday Inn Express Metrotown	https://youtu.be/Fm_CP8SYbuw
Cranbrook	<ul style="list-style-type: none"> City of Cranbrook Cranbrook WorkBC Centre Nexus Community Support Society 	Lecia Furber St Eugene Golf Resort & Casino Kelly Waller & Blade Runner Shredding Services / Nexus Community Support Society Ursula Brigl Cranbrook Public Library	Ktunaxa Host Nation Welcome from Kahtryn Teneese
Prince George	<ul style="list-style-type: none"> Northern Lights Estate Winery Prince George WorkBC Centre Infinite Employment Solutions 	Noemie Touchette Northern Lights Estate Winery Sarah Lloyd & Harman Dandiwal CMHA Northern B.C. Sheryl Elgie Prince George Native Friendship Centre	Lheidli T'enneh Host Nation Welcome from Darlene McIntosh
Smithers	<ul style="list-style-type: none"> Town of Smithers Smithers WorkBC Centre High Road Services Society Smithers District Chamber of Commerce 	Tamara Shulman Share Reuse Repair Leticia Groenink I-Kitchen / High Road Support Services Society Brie McAloney The Grendel Group Leni Goggins inclusion Powell River	Wet'suwet'en Host Nation Welcome from Chief Timberwolf – Mabel Forsythe https://youtu.be/AoYnOdCln84
Terrace	<ul style="list-style-type: none"> City of Terrace Terrace WorkBC Centre Terrace and District Community Service Society 	Rita Wacholtz WorkBC Centre Terrace Saša Loggin Skeena Diversity Society Colleen Brager Mitchell Brager Artist & Entrepreneur	Kitsumkalum Host Nation Welcome from Sharon Bryant

	<ul style="list-style-type: none"> • Storytellers' Foundation 		
Victoria and CRD	<ul style="list-style-type: none"> • City of Victoria • Victoria WorkBC Centre • Destination Greater Victoria • Thrive Victoria 	Dorothy Morrison Imagine Studio Cafe Society Giulia Lucchini B.C. Transit Lee Britton Best Western Plus Inner Harbour	Songhees Host Nation Welcome from Brianna Bear
Kelowna	<ul style="list-style-type: none"> • Kelowna and West Kelowna WorkBC Centres • Kelowna Chamber of Commerce 	Jennifer McKenzie , co-facilitator Shari Avery & Glen McIntyre Delta Hotels by Marriott Grand Okanagan Resort Peter Boyd Peter's Your Independent Grocer Kelowna Mike Prescott Disability Alliance B.C.	Westbank Host Nation Welcome from Bonnie Coble
Fort St. John	<ul style="list-style-type: none"> • City of Fort St. John • Fort St. John & District Chamber of Commerce • Fort St. John Association for Community Living 	Cameron Eggie & Andrea Conkin City of Fort St. John Amanda Stafford & Chrystal Wheat Dawson Creek Society for Community Living Chad Carlstrom & Carmela Klassen Urban Systems	Doig River Host Nation Welcome from Councillor Gary Oaker https://youtu.be/m7mxNGh8pOk
Powell River	<ul style="list-style-type: none"> • Powell River WorkBC Centre • Employment Services inclusion Powell River 	Steve Wadsworth FreschCo Raya Audet OneLight	https://youtu.be/KcfrSiidgsg

APPENDIX E: SUMMARY OF ENGAGEMENT EFFORTS

SUMMARY OF ENGAGEMENT EFFORTS

Our Commitment

The New Inclusive Economy project hosted by inclusion Powell River Society aims to create an accessible research process that engages key partners in overseeing the research including the community living sector, advocates, business, diverse economies thinkers and doers, and our government partners.

The project is heavily reliant on expert involvement and guidance and engagement is critical to the success of the project. The project has three distinct committees that we are asking to help us nominate and recruit employers, analyse the research data and interpret it and decide how to use the results. We also have External Evaluation for the data collection process to ensure our approach is ethical.

Project Oversight

The Governance Committee met five times over the life of the project and is comprised of community living agencies, social enterprise representatives, an economist and staff from the Ministry of Post-Secondary and Future Skills in an ex-officio capacity and provides oversight to the research. The Experts and Innovators Committee met 6 times and is comprised of people with lived experience and those with inclusive employment experience and provides thought leadership.

Communications to committees is provided in three modes, email, audio files and a SharePoint workspace existing as an on-demand document repository including the following documents:

- Meeting Minutes
- Agendas
- Review drafts of documents
- Workplans
- Meeting Schedules
- Research materials (in both word and audio files)

Finally, project committees received periodic updates about the project in writing at milestone intervals throughout the project.

This project was an iterative process where learning from each research phase informs the next, with discussion and sharing with the committees along the way. **Figure 6** indicates at which step of the research phase the committees are consulted.

FIGURE 6: IMAGE OF KEY DATES FOR RESEARCH PHASES AND MEETINGS.

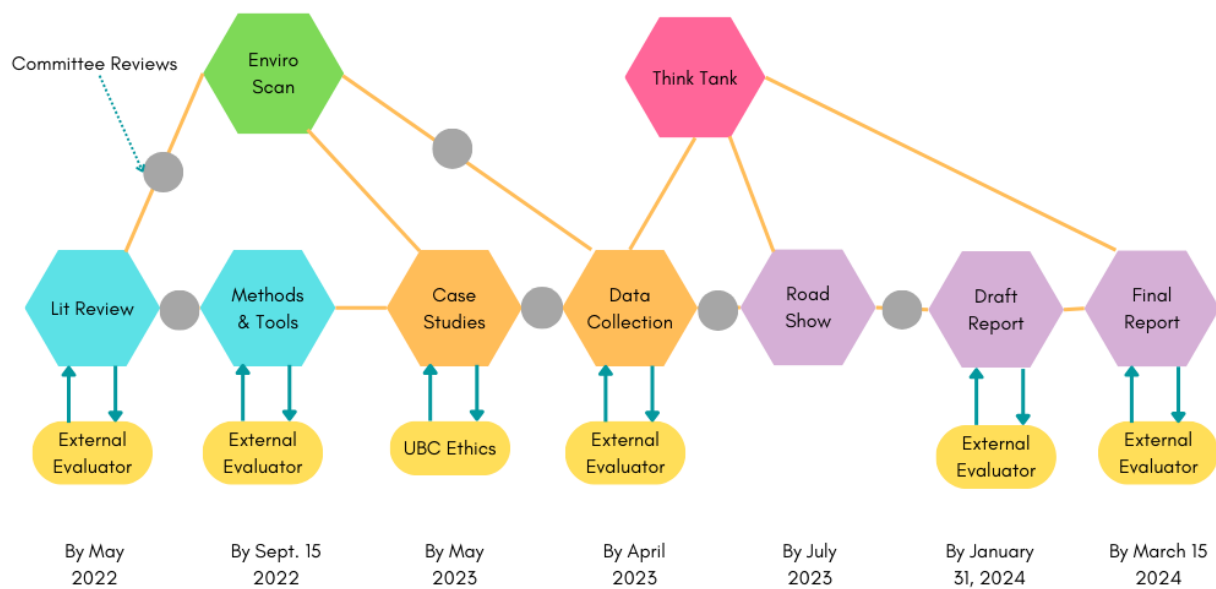


TABLE E1: OVERSIGHT AND THOUGHT LEADERSHIP ENGAGEMENT EFFORTS BY PHASE

Output	Outcomes
Project Launch (Project Introduction and Opt In)	<p>Invitation to 17 potential members to introduce the project and determine which committee they would like to sit on. 9 individuals selected to join the Experts and Innovators Committee and 8 individuals selected to join the Governance Committee.</p> <p>The research team opted to form a third Ethics SuB.C.ommittee to include an indigenous researcher who reads and reviews materials and provides ethical oversight as indigenous</p> <p>What we heard:</p> <ul style="list-style-type: none"> • Having a discussion-based committee was desirable to some members. • Closed captioning essential for meetings • 80,000 job openings in manufacturing industry • The tech sector shows promise as pay is high, there is growth, and it is sustainable • Promising practices, you may want to also include NOT promising practices, such as asking pwd to sit on committees to validate inclusivity rather than being inclusive.
Phase I (Terms of Reference, Communications Plan, Literature Review)	<p>Terms of reference facilitated for both committees. See Appendix C for Experts and Innovators Guidelines (also includes all points from Governance Committee)</p> <p>Literature review with feedback from 4 Governance Committee members, 7 Experts and Innovators members and 1 Ethics SuB.C.ommittee member. Feedback was substantial in terms of word selection, framing.</p>

	<p>What we heard:</p> <ul style="list-style-type: none"> • Academic writing difficult, recommend there be plain language. • There was not mention of what role advocacy plays in inclusive employment. Eg. Self-advocates often have to fight for accommodations and being considered for jobs. • There may be apps or other programs to show how accessible a business is. • We should have more inclusive and equitable economies whether or not its profitable for shareholders. Centering a human rights approach above becomes so important. • Meaningful employment cannot be defined from the outside and we must keep this in mind when presenting promising practices. • Including alternative economic models/practices is a part of the transformational change piece of the project and is part of the “incremental change” reviewed in the Literature. • Consider relationship to profit in the literature and analysis. • Be aware that some things are considered economic while others “uneconomic” like distributive practices, unpaid essential care etc. <p>Indigenous approaches that do not conform to colonial capitalism should be considered, as well as other non-indigenous communities that do not conform</p> <p>Community based approaches should be considered</p>
Phase II (Methods and Tools, Enviro Scan, Recruitment, Survey)	Methods and Tools drafted, and feedback provided by 4 Governance Committee members,

	<p>7 Experts and Innovators members and 1 Ethics SuB.C. committee member.</p> <p>What we heard:</p> <ul style="list-style-type: none"> • Documents need to be shared in audio format • Recruitment for enviro scan: A press release should go out to attract employers across B.C. we haven't heard from, Rotary Club, Focused Professionals work with folks with neurodiversity. • More clarity around the Think Tank, what is it exactly and who is it for? • Enabling structures and conditions to be broader and less abstract. • Further discussion is needed on how we can create reciprocal and beneficial relationships with our research participants in concrete ways. • Have a consistent sentence to describe the kinds of structural conditions we are collecting data on for future reports. Eg. Management/Leadership approach, and also separate out structural conditions from employer practices to make clearer. • Consider organizing Sub-Research Questions into categories 1) structural conditions 2) employer practices 3) how the conditions and practices impact each other. <p>Consider doing only interview or only focus groups as time is limited (we shrunk interviews to 20 and focus groups to 6).</p> <p>Clarity around on and off reserve</p> <p>The rights of indigenous people must be included in any accessibility discussions by the Province, not just considered.</p>
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	<p>In the survey, consider rewording this question: <i>What is the most significant challenge your organization has experienced in terms of employing [in place of hiring] a person with a disability?</i></p>
Phase III (Data Collection)	<p>Interview and Focus Group Summary and Case Study Summary shared with 5 Experts and Innovators committee members in meeting and 3 committee members one-to-one with Project Manager.</p> <p>1 Ethics SuB.C.ommittee member shared final summaries February 2024.</p> <p>What we heard:</p> <p>Need to look at different disability communities within the inclusive employment setting to understand differences. See Promising Directions.</p> <p>Surprise of informal nature of disability inclusion vs. Policies and procedures put in place for Case Studies.</p> <p>Focus groups should be asked a) how are those working in non-profit sector mitigating need to serve community and also be inclusive and b) what was the reason for new policies/practices around accessibility to be implemented.</p> <p>Experts and Innovators committee self-advocate joined in three media interviews in place of meeting participation which was difficult for them balancing work/school. This was acknowledged as a reciprocal role for them as they were gaining media experience while also contributing to the committee work in a meaningful way.</p> <p>Audio recordings of research documents provided as an alternative way of reviewing</p>

	<p>information which was used by folks with and without visual impairment successfully. Note: MP3 files did not always work on the technology of one participant. In future, we recommend making sure all committee members have appropriate applications installed on computers to be able to access audio files.</p>
Phase IV (Knowledge Translation)	<p>Business-2-Business Roadshow plan and Thank Tank shared with joint Governance and Experts and Innovators committee meeting in two separate meetings. Committee members offered suggestions for who to engage in organizing events in each community, who to invite as champions of inclusive employment as well as sharing invitations to community to attend the events.</p> <p>What we heard:</p> <ul style="list-style-type: none"> • Confusion around who the Thank Tank was for (engaged employers who are “aspiring” inclusive employers from key sectors instead of already advanced inclusive employers). • Thank Tank invited 3 Governance and Experts Committee members to participate as co-facilitating of breakout groups: Promising Practices, Government and Policy and Diverse Economies. • New Inclusive Economy governance committee structure, processes are a good example of promising practice in community-based research. The success is partly due to the leadership organizing. Important pieces identified is always starting meetings with an overview of the phases of the project and research question.

	<ul style="list-style-type: none">• Be aware of different audience such as small vs. Large employers. Also keep in mind that “people with disabilities” is an extremely diverse group and there are approaches that work for one population that may not work for another.
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