

REPORT
IOE Business Week of the “It Takes a Community” Campaign
21 June – 2 July 2021

The ‘It Takes a Community’ global campaign launched by the International Organization for Migration (IOM) in March 2021 aims to create, promote and strengthen a positive narrative on migration. The campaign represents a joint effort to fight against misinformation and anti-migrant sentiment worldwide by demonstrating the positive impact migration can have on communities everywhere. The campaign brings together a range of voices from diverse sectors to demonstrate the ways in which individuals and organizations are creating more welcoming and resilient communities.

OBJECTIVE: To raise the voice of business, the Business Advisory Group on Migration, housed at the International Organisation of Employers (IOE) led the engagement of the private sector in the campaign. Using social media platforms, business leaders from start-ups to CEOs in the private sector, representing different regions, organisational cultures, and industries, shared views on why a positive narrative on well-regulated migration is important to their operations.

RESULTS: Business week engagement was designed to showcase the voice of business representatives on how legal migration has ripple effects upon economies of all sizes. Real numbers, and data, genuine concerns and skills needs, post-pandemic recovery projections and recommendations were presented from the perspective of businesses and highlighted the need for: 1) regulatory frameworks that respond to increasing skills shortages across regions – policies drive the narrative; 2) technological/digital development to improve migration pathways; and 3) diversity in the workplace to increase innovation, potential, and competitiveness of organisations.

In NUMBERS: Activities during the business week included various forms of social media engagement which resulted in **35K impressions on Twitter, 7K post views, 94 retweets and over 200 likes** (by the end of the second week).

Over the two-week period, the online platforms of IOM, IOE and the Business Advisory Group on Migration (Twitter, LinkedIn, Facebook, Instagram, entity websites) highlighted:

- **21** videos from business leaders promoting the business case for migration and **1** video highlight
- **3** new publications highlighting facts and data for effective policymaking
- **2** Interviews led by IOE: one with Talent Beyond Boundaries (TBB) and Fragomen on their complementary role to move skills through regular pathways and another with the winners of the three IOE-Seedstars Migration Challenge Competitions on how their solutions support a positive narrative on migration
- **3** blogs drafted by alumni of the IOE-Seedstars start-up competition
- The **third** edition of IOE-Seedstars Migration Challenge Competition for tech start-ups
- **1** Live event: “War for Talent: why the public narrative needs to change?”
- The day in the life of a start-up founder: Talenteum in Africa, and
- Promotion of existing campaigns (Worldwide ERC) and declarations (WECAN).

Engagement in details:

1. **Production of 21 Business Leaders’ short videos promoting the business case for migration** and one combined video with **a highlight of business leaders’ messages:** CEOs, VPs and high-level managers of businesses around the world shared the experiences of their companies on the importance of migration frameworks that respond to skills shortages and discourages irregular channels. Movement of skills and talents, demographic realities, transparent processes and open policy dialogue with governments, technology and data, diversity and innovation, labour migration frameworks and international agreements, retention of and access to talent, and skills development issues were overarching themes in these stories. (14K impressions)
2. **Launch of 3 publications** highlighting facts and data for effective policy making in labour migration governance. The reports feature regional, global, industrywide, and topic-based research studies and data on:

- a. “The key role of Labour Migration in post-COVID-19 recovery”
- b. “Addressing Skills Development to Improve Access to Foreign Skills”; and
- c. “The impact of migration on business across Asia”.

3. Two interviews led by the IOE:

[Interview with TBB and Fragomen](#): featuring the UK Director of TBB (Marina Brizar) and the Fragomen UK partner (Ian Robinson), the interview focuses on how their organisations cooperate in supporting displaced migrants to access jobs through legal migration pathways, and how the current toxic narrative on migration affects their work. It highlights recommendations and projections for their economies to change the public rhetoric to a more positive and inclusive narrative on migration. (1.2K impressions on Twitter and 173 views of interview on YouTube)

[Live interview with three Migration Challenge competition winners](#) : co-led with IOM, featuring Gabriel Ekman of [BAG Innovation](#), Enrique Jose Garcia of [DignifAI](#) and Andrew Stetsenko of [Relocate.me](#) on the solutions they are developing to facilitate labour migration and positive narratives on migration. The three winners of the past challenges shared their solutions and visions for an improved positive narrative on migration from the perspective of tech start-ups in Africa, Latin America and Europe. (1.1K views)

4. Implementation of the 3rd edition of [IOE-Seedstars Migration Challenge Competition](#) in collaboration with [Seedstars](#). The call for application attracted tech start-ups working on scalable solutions to improve regular migration processes and to ease the challenges of international migration governance, while promoting a positive public narrative on migration and building inclusive and welcoming communities that benefit migrants and host communities. The 9 selected finalists were provided with tailored-made training and competed in a [pitching session](#), broadcasted during the business engagement weeks. The winner, Andrew Stetsenko of Relocate.me from Ukraine, was announced at a live event (read more below). (7K impressions, 120 views of the pitches on YouTube)
5. [Live event](#): “War for Talent: why the public narrative needs to change?”, featuring: 1) Employers promoting the business case for migration; 2) Launch of publications; and 3) Announcement of the third IOE Migration Challenge start up competition winner. The event aimed to create a better understanding on why migration matters to business and how businesses, through their voices, but also through their innovative solutions, can shift the narrative. (5K impressions)
6. [The day in the life of a Tech business](#) on IOM Instagram: Talenteum in Africa from Mauritius shared its usual business day on how the Pan-African platform helps companies employ remote-working teams worldwide. Talenteum handles local employment compliance, human resources support, and benefits for international teams, enabling clients to productively hire and manage full-time personnel. (692 impressions)
7. [Blogs](#): Presentation of a business case from [DignifAI](#) from Colombia on “AI Data-Labeling Paving the Way for Economic, Social, and Digital inclusion”, from [Caspar Coding](#) in Nigeria on “Complexities of Brain-Drain” and from [Talenteum in Africa](#) on “Migration, impacts and causes, a success story with the 1st Social Bridging Platform”.
8. [Promotion](#) of existing campaigns ([Worldwide ERC](#)) and declarations ([WECAN](#)) on the Business advisory Group twitter account and website.