



August 25, 2022



Connecting Hospitality Industry to Refugee Talent



TENT

The Tent Partnership for Refugees

Hiring Refugees in the U.S.



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Tent was founded by Chobani CEO Hamdi Ulukaya



Hamdi Ulukaya launched Chobani in 2007. The company became one of the fastest to reach \$1 billion USD in annual sales.

Hamdi made proactive efforts to hire refugees -- Chobani has hired hundreds of refugees at its upstate New York and Idaho plants.

Hamdi is a Kurdish-Turkish businessman & entrepreneur who immigrated to the United States. He has been named one of TIME's 100 Most Influential People in the World for his innovative approach to business and work on the refugee crisis.

Our mission

Tent mobilizes the business community to improve the lives and livelihoods of more than 36 million refugees forcibly displaced from their home countries



ABN AMRO • Accenture • Accor • Adecco • Adidas • ADP • Air Canada • Airbnb • ARUP • AT&T • Bain
Barilla • BBVA • Becton Dickinson • Ben & Jerry's • Bloomberg • BNP Paribas • Carrefour • BCG • Chobani
CIBC • Cisco • Citigroup • Claro Colombia • Danby • Deloitte • DoorDash • Engie • Expedia • EY • Facebook
FEMSA • Finastra • FrieslandCampina • Gap • Generali • Goldman Sachs • Google • GSK • Gucci • H&M • Hilton
HP • IBM • IKEA • Inditex • ING • Ipsos • Johnson & Johnson • KPMG • L'Oréal • Levi's • LinkedIn

Tent has 250+ multinational member companies

Manpower • Mastercard • McCain Foods • McKinsey • Medtronic • Microsoft • Nomura • Novartis • Orbia
PayPal • Pearson • Philips • PwC • Rabobank • Reckitt Benckiser • Royal DSM • Safaricom • Salesforce • SAP
Scotiabank • Shell • Shopify • Signify • Sodexo • Sony • Starbucks • Sumitomo • TD Bank • Telefonica
Teleperformance • Total • TripAdvisor • Turkcell • Twitter • Uber • Under Armour • Unilever • Uniqlo • UPS
Verizon • Virgin • Volkswagen • Warby Parker • Wayfair • Western Union • WeWork • Wix • Woolworths

We launched the Tent Coalition for Refugees in the United States to provide companies with US-specific guidance and resources



To date, **more than 100 major companies** across the country and across industries have stepped up to support refugees - primarily by hiring and training them



We help companies leverage their core competencies to support refugees. Today's session will focus on **hiring & training**!



Hiring & Training

Integrate refugees into your workforce through hiring and training



Entrepreneurship

Support and enable refugee entrepreneurs and small businesses



Mentoring

Support refugees through employee-led mentorship initiatives



Tailoring Products

Tailor commercial products to better reach refugee populations



Supply Chains

Engage global suppliers and vendors to include refugees

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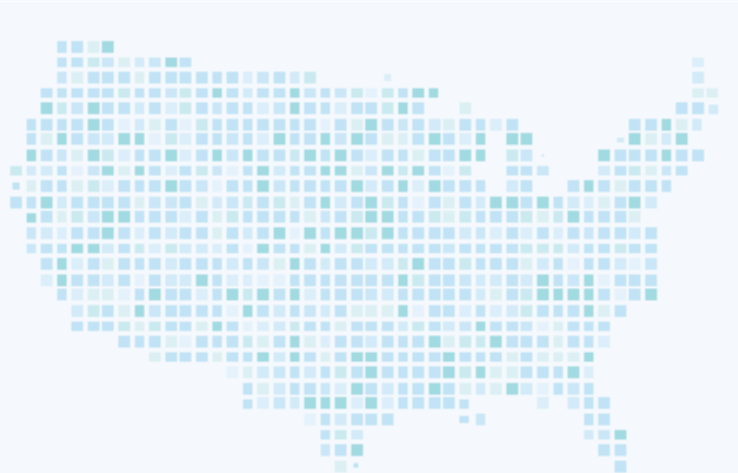
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The last 18 months have seen a resurgence in refugee admissions to the U.S.



The U.S. has a longstanding, bipartisan tradition of welcoming refugees



- The U.S. has resettled 3+ million refugees since 1980
- The U.S. has admitted **75,000 Afghans** and pledged to welcome **100,000 Ukrainians**
- In addition, the U.S. has committed to resettle up to **125,000 refugees per year** from other countries

All forcibly displaced people in the U.S. are eligible to work legally

- ▲ Asylum seekers, humanitarian parolees, refugees, SIVs and TPS holders are **all allowed to work legally** in the U.S.
- ▲ Companies do **not** need to sponsor their work authorization documents as they receive those directly from the U.S. government



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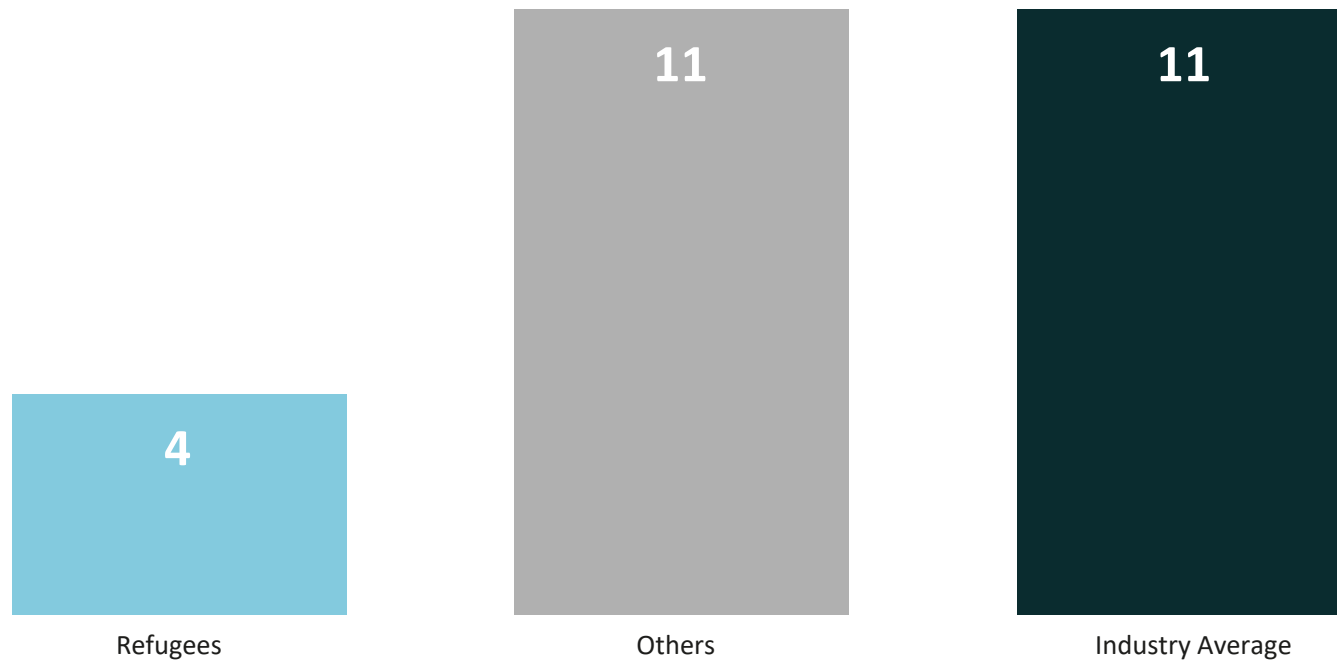
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Refugees can be valuable members of your workforce

Annual turnover percentage in manufacturing sector, United States



Source: Tent-Fiscal Policy Institute, "Good Retention, Strong Recruitment"; Center for American Progress "There Are Significant Business Costs to Replacing Employees"

"Refugees provide us with an amazing talent pool – they're skilled, dedicated, loyal and engaged."

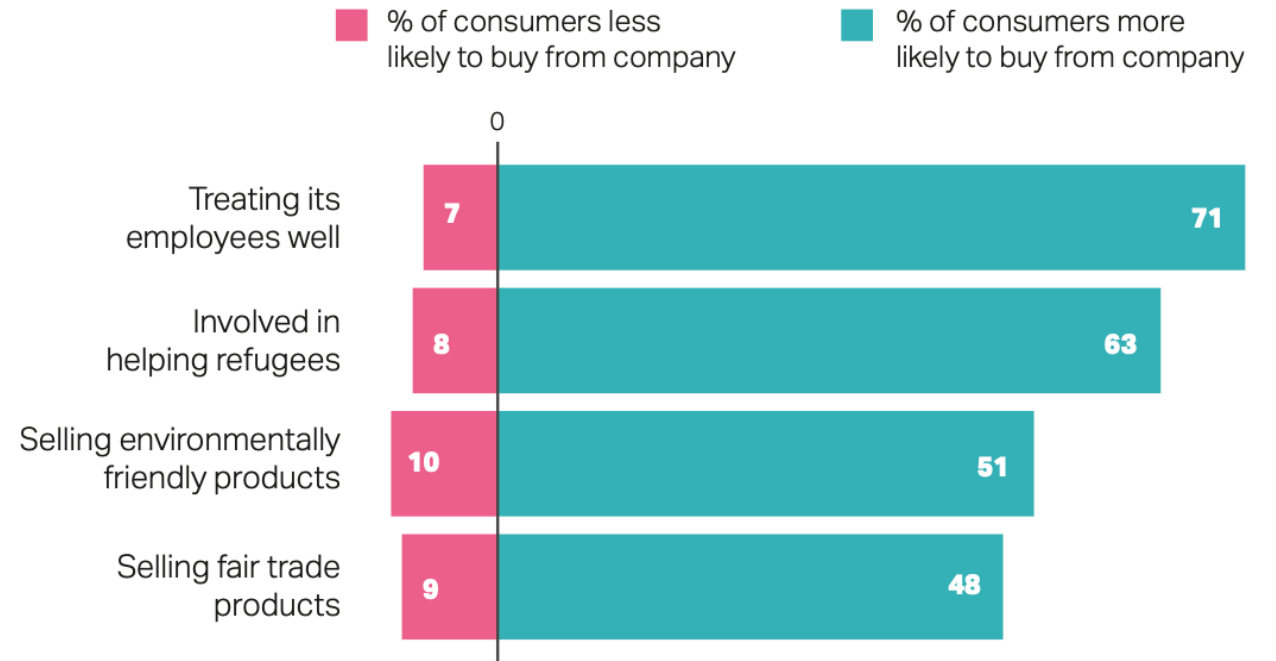
ROHINI ANAND,
FORMER SVP OF CORPORATE RESPONSIBILITY &
GLOBAL CHIEF DIVERSITY OFFICER, SODEXO



By helping refugees, businesses in the United States can strengthen their brand and reputation*

US consumers are more likely to purchase from brands that support refugees.

This is especially true among consumers who are Millennials, Gen Z, women, and people of color.



*Source: 2022 Tent-NYU survey of 7,139 respondents in the United States

Businesses can increase employee engagement

At least **80% of millennials** are more loyal to a company that helps them support social/environmental issues

Companies that support refugees score a **quartile higher** on employee ratings of company culture and values

“Our work to help integrate refugees is a critical aspect of Airbnb’s mission to create a world where people can belong anywhere. Having a clear purpose is crucial in helping us attract great talent, and keeping our people motivated.”

JOE GEBBIA,
CO-FOUNDER, AIRBNB;
CHAIRMAN, SAMARA AND AIRBNB.ORG



Source: Cone Communications Study of 1,020 Millennials (2016); Boston Consulting Group analysis of 240 companies listed on Glassdoor (2020)

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Key steps for setting up an effective refugee hiring program

- 1 Identify a **lead** for your refugee hiring program
- 2 Align with Tent on **locations** to pilot your refugee hiring efforts
- 3 Determine with Tent's guidance the **type of roles** that refugees could fill at your company
- 4 Tent will connect you to **local organizations** that can help you recruit refugee talent
- 5 Work with Tent to educate your HR teams on **best practices** for refugee integration using our trainings & guidebooks

Step 1: Identify a lead for your refugee hiring program at your company

- ▲ Having 1-2 leads for your company's refugee hiring/training program will ensure you are set up for success
- ▲ These professionals tend to come from HR, D&I team, or CSR/public policy



Step 2: Tent will advise you on the locations to pilot your refugee hiring efforts



Refugees are resettled in urban areas of all sizes in nearly all 50 states

- California (Los Angeles, Sacramento, San Diego, SF Bay Area), Texas (Dallas, Houston), Washington (Seattle) and Washington DC are hosting the largest number of **Afghans** as many Afghans have communal and familial ties to those places.
- New **Ukrainian** arrivals will likely resettle in cities with large existing Ukrainian communities, such as Chicago, Cleveland, L.A., Miami, NYC, Philadelphia, Portland, Sacramento, Seattle and Washington DC.

Step 3: Tent will advise on the types of roles that Afghans, Ukrainians, and other refugees could fill at your business



Refugees arrive in the U.S. with a range of professional backgrounds and English language capabilities. Companies should consider hiring refugees at all skill levels

- In term of recent Afghan arrivals, 20% are highly skilled (fluent in English, master's/bachelor's degree), 20% are mid-level (proficient in English, bachelor's degree/high school graduate) and 60% are at a vocational level (limited English language proficiency and education)
- The majority of Ukrainian refugees are women, children, and the elderly. 60% of Ukrainian women have a bachelor's degree or higher and will have a range of English language proficiency

Step 4: Tent will connect you to local organizations to help you recruit refugee talent



Step 5: Tent will help educate your HR team on best practices for refugee integration



Tent has **training webinars** available for our members on topics such as:

- How to recruit refugee candidates
- Process for Hiring Afghans in the U.S.
- Working with local refugee-focused NGOs to recruit refugee talent
- Integrating refugees with limited English language proficiency
- Afghan cultural competency training
- Briefing on Ukrainian refugee crisis
- Onboarding refugee talent & setting refugees up for success
- Tracking your refugee hiring efforts



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FOR REFUGEES



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THE REFUGEE
CRISIS



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BUSINESSES'
COMPARATIVE
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Next steps

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**Join the Tent Coalition for
Refugees in the United
States**

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**Develop new commitments to
include refugees**

Tent is hosting the U.S. Business Summit on Refugees to showcase the U.S. business community's support for refugees!



Hamdi Ulukaya and other prominent business leaders will co-host a high-profile Summit in NYC to showcase the business community's support for Afghans, Ukrainians, and other refugees

Participating companies will make measurable and specific commitments to hire, train or otherwise support refugees in the U.S.

Collectively, these pledges will change the lives of thousands of refugees and send a powerful message about the contributions of refugees to the U.S. economy



Thank you!
yaron@tent.org

Questions



Thank you