

Answering the Call

A Strategic Response to the Yemeni
Humanitarian Crisis

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Canada 

Our Challenge

With the escalating war and rapidly deteriorating conditions in Yemen, the federal government intends to act by bringing Yemeni refugees to safety.

Canada needs an effective national strategy for refugee settlement that will engage the support of partners and the public.



Key Considerations

Challenges in the Immigration System

Backlog of **71,675** refugee claims

Public Perceptions

39% of Canadians question the legitimacy of refugee claimants

48%
Alberta

37%
Ontario

33%
B.C.

Varying Jurisdictional Viewpoints

Uneven support for immigration among provinces, territories, and municipalities

Objectives for the Strategy

1

Make Processing and Settlement Efficient

2

Increase Integration and Quality of Life for Refugees

3

Achieve Broad Support



Context: An Age of Crises

Global Migration Crisis



- **68.5M** people displaced worldwide in 2017
- Highest ever recorded

The War in Yemen



- **22.2M** Yemenis forced from their homes
- **7M** at risk of famine
- **123** weekly civilian deaths

Canada's Response



- UN requests Canada to aid Yemeni refugees
- Positive response expected



Context: Ontario

Refugees in Ontario

2015-2018

Province: **50,230**

(Toronto: **25,165**)

Ontario Government Position

Concerns with
irregular migration

Ottawa should cover
all costs

Current Strain on Social Services

40% of homeless
shelter clients in
Toronto are asylum
seekers

Labour Shortage

150,000 job vacancies

40% of Ontario
businesses report
having difficulty finding
employees

Lessons Learned from the Syrian Experience

1

Partnerships and teamwork played a crucial role in successful processing and settlement

2

Prima facie refugee designation expedited processing

3

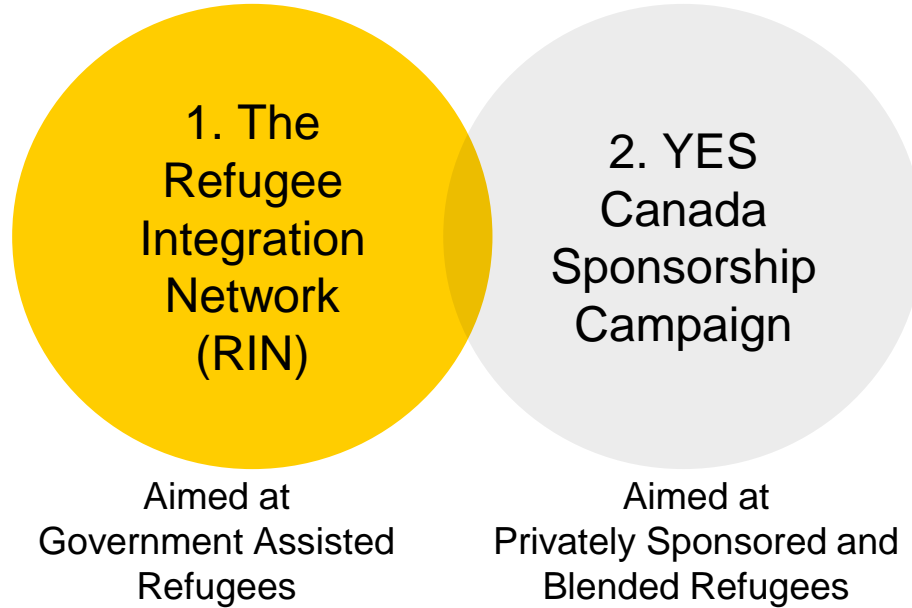
Privately Sponsored Refugees reported **better outcomes** than Government Assisted Refugees

4

Public support helped many Syrians integrate into their communities

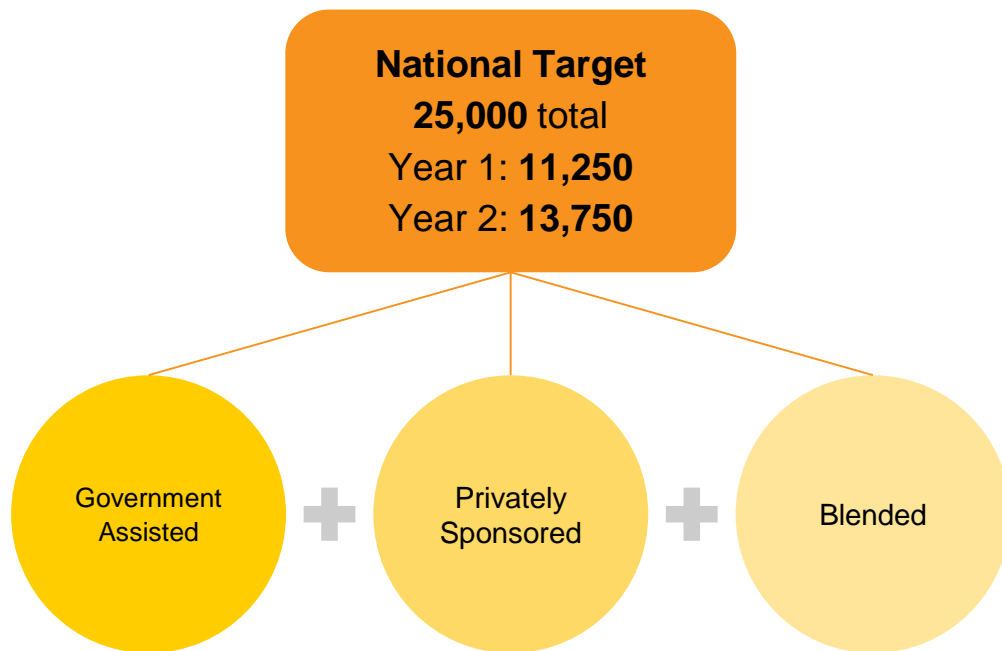


Yemeni Emergency Settlement (YES) Canada



1

YES Canada: The Target

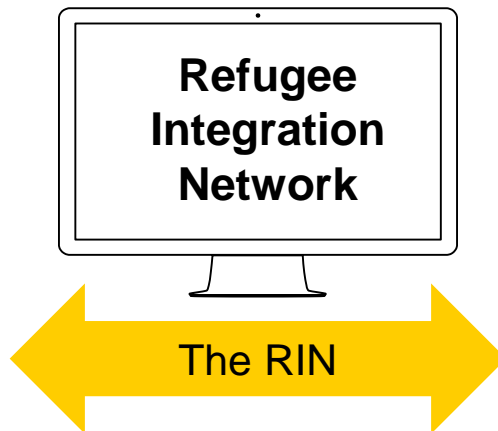


1

The RIN: The What

What It Is

- Online portal quickly **matches refugees to employment, housing, and social and settlement services**
- Modeled on **existing website** used by federal government in Atlantic region



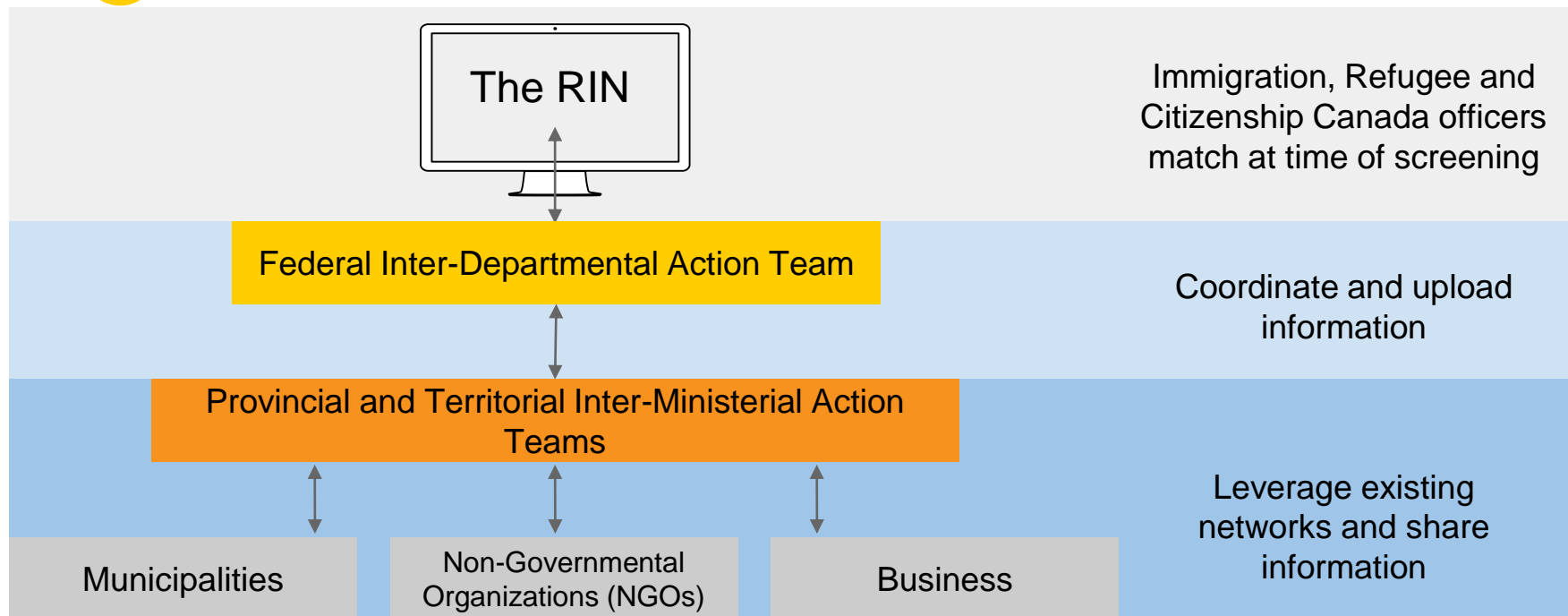
Leverages technology to maximize benefits of new settlement for **everyone**

What It Does

- **Centralizes** programs and services operating separately
- Distributes settlement where it is **needed and available**
- Connects refugees to their new communities

1

The RIN: The How



2

YES Canada Sponsorship Campaign: The What

Publicity

- A **social media** campaign
- Shares **personal** stories of refugees
- Builds public awareness and **support**



Crowdfunding

- **Crowdfunds** money for blended sponsorship
- Federal government **matches funds** up to **\$16.5M** of donations
- **Empowers** individuals to participate in Canada's effort

YES Canada Sponsorship Campaign: Twitter

The screenshot shows a Twitter thread on the 'Home' page. At the top, a blue banner contains the text '#FromFarAndWide / #BrilliantsExploits' and a 'Home' button with a Twitter bird icon. Below the banner is a large image of a snowy mountain landscape with several people skiing. Underneath the image is the profile header for 'Canada' (@Canada), which includes a Canadian flag icon, the name 'Canada', the handle '@Canada', a bio 'Showcasing Canada to the world - français: @AuCanada - international.gc.ca/socialmedia', a location 'Canada', and a join date 'Joined April 2014'. To the right of the header are statistics: Tweets (4,654), Following (768), Followers (655K), and Likes (2,111), along with a 'Follow' button. The thread consists of three tweets:

- Sandra Oh** (@IamSandraOh): '#FromFarAndWide' with a 'Follow' button.
- MSF Canada** (@MSF_canada): 'Nous sommes fières de soutenir les réfugiés yéménites #BrilliantsExploits' with a 'Follow' button.
- Ellen DeGeneres** (@TheEllenShow): 'Just donated money to help Yemeni refugees and you should too! #FromFarAndWide' with a 'Follow' button.

2

YES Canada Sponsorship Campaign: The How



Immigration, Refugees
and Citizenship Canada

The Fund

- Financial Management Services

The Campaign

- Communication Services



#FromFarAndWide

#BrilliantsExploits



YES Canada: Timeline and Costs

3 Months

- Coordinate with the UN
- The RIN
 - Consult P/Ts
 - Set up Action Teams
- Develop performance measurement

3 - 6 Months

- The RIN
 - Train IRCC staff
 - Action Teams consolidate info
 - Upload info
- Sponsorship Campaign
 - Develop
 - Launch

6 - 24 Months

- The RIN
 - Go live
 - Receive and settle refugees
- Sponsorship Campaign
 - Process applications
- Evaluate (ongoing)

Total Cost (2019-2021): \$196.8M

The RIN set-up and administration

- Set-up: \$0.2M

#FromFarAndWide/#BrilliantsExploits

- Campaign: \$0.1M

Refugee settlement

- \$180.5M for 2 years
- Matched funding: up to \$16.5M

YES Canada: Evaluation

1. The
Refugee
Integration
Network
(RIN)

2. YES
Canada
Sponsorship
Campaign

Objectives	Achieved	Why
Processing and settlement efficiency	✓	Distributes settlement where it is needed and supports are available
Integration and quality of life	✓	Provides personalized support and social capital
Support from partners	✓	Raises public support while engaging partner governments and organizations



YES Canada: Implementation Considerations

Risk	Probability	Impact	Mitigation
Lack of intergovernmental support	High	High	<ul style="list-style-type: none"> • Emphasize filling labour shortages • Federal funding assistance • Distribution proportionate to local capacity
Negative public perception	High	Moderate	<ul style="list-style-type: none"> • Public support campaign
Secondary migration	Moderate	Moderate	<ul style="list-style-type: none"> • Matching encourages establishment of roots in assigned communities

1

Alternative Option: Administrative Efficiencies

Continuous improvement of administrative processing to expedite file processing and streamline decision making

Objectives	Achieved	Why
Processing and settlement efficiency	✓	Expedites processing, clears backlog
Integration and quality of life	✗	Strictly administrative
Support from partners	✗	Does not engage external partners

2

Alternative Option: Settlement Abroad

The federal government provides nearby countries with funding, resources, and support to settle Yemeni refugees

Objectives	Achieved	Why
Support from partners	✓	Does not strain domestic capacity
Processing and settlement efficiency	✗	Refugees remain abroad
Integration and quality of life	✗	Not within our jurisdiction



Yemeni refugees settled in neighbouring Somalia, Ethiopia, and Kenya

Canada



Yes Canada: Communications Strategy



“What the world should be seeking and what in Canada we must continue to cherish are not concepts of uniformity but human values: love, compassion, and understanding.”

Pierre Trudeau, 1971





Appendices



Appendix A: Who Are the Yemenis?

Demographics

60% below the
age of 24
7% over 55

Skills

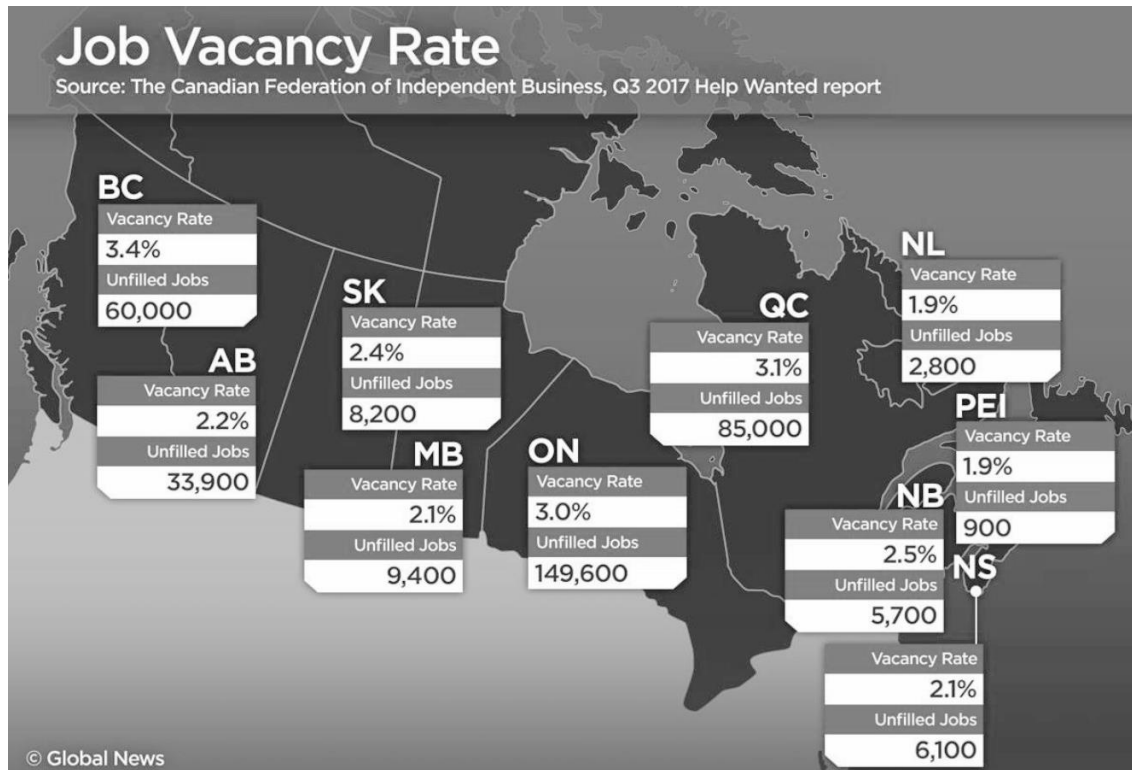
70% Literacy
(Arabic)
Farmers &
Herders

Religion

99% Muslim
(65% Sunni,
35% Shia)



Appendix B: Nationwide Trends in Job Vacancy





Appendix C: Existing Government Commitment for Irregular Migrants

The federal government's approach to address irregular migration:

- Preventing irregular crossings
- Ensuring safety and security at the border
- Working with provinces and municipalities
- Processing asylum claims more quickly
- Removing failed claimants faster





Appendix D: Refugee Programs

Government Assisted

- 12 months Resettlement Assistance Program (RAP)
- No sponsor

Blended Visa Office Referred

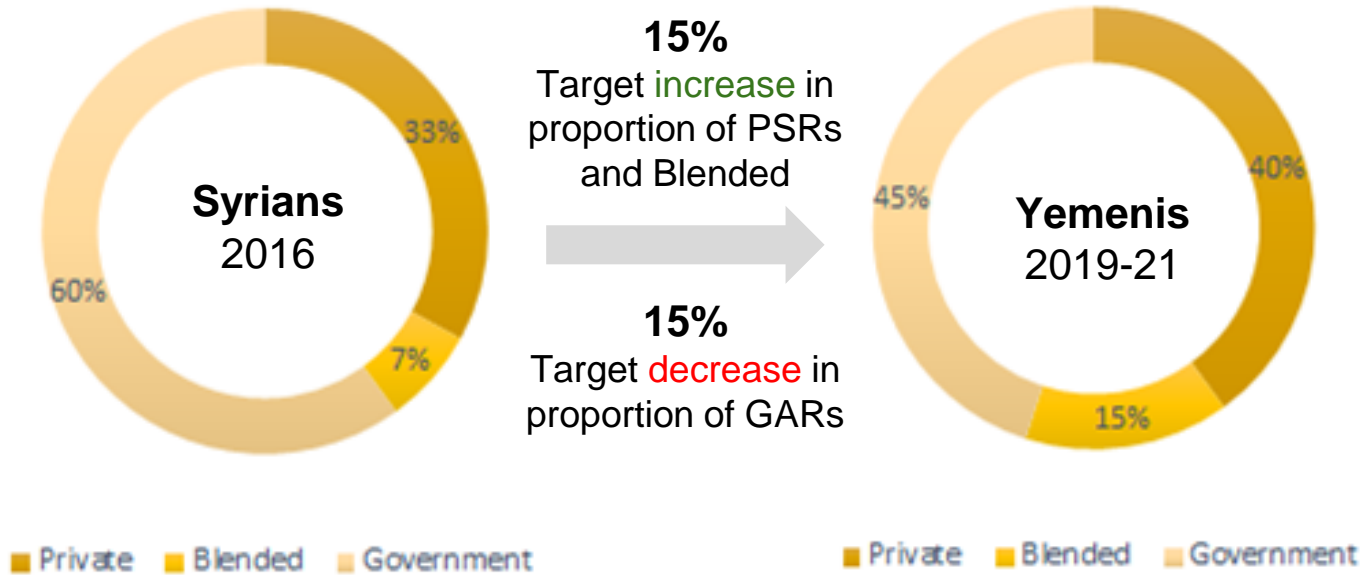
- 6 months RAP, 6 months private funding
- Sponsors matched with refugees referred by the UNHCR

Privately Sponsored

- 12 months private funding
- Sponsors specify the refugees they want to sponsor - often family



Appendix E: Promoting Support & Sponsorship





Appendix F: Government Resettlement Expense

Target: 25,000 Yemeni Refugees over 2 years

	Government Expenditure
2019 - 2020	\$180.3M
2020 - 2021	\$16.5M
Total Expenditure	\$196.8M



Appendix G: Notional Allocation of Yemeni Refugees

