

THE  
**GREATER  
WASHINGTON  
APPRENTICE  
NETWORK**

# Employer Briefing

March 1, 2022 | 2:00 PM - 3:00 PM

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**NORTHERN  
VIRGINIA  
CHAMBER  
FOUNDATION**

# Today's Agenda

- Welcome
- Overview & Brief History  
Monthly Employer Meetings – First Tuesdays of every month
- Featured Speakers:  
**Yaron Schwartz**  
Associate Director for Global Partnerships at Tent.org and  
**Allyson Eastman**  
Economic and Workforce Development Manager at  
Amazon Web Services
- Networking Breakout Rooms
- Upcoming Events

# MISSION

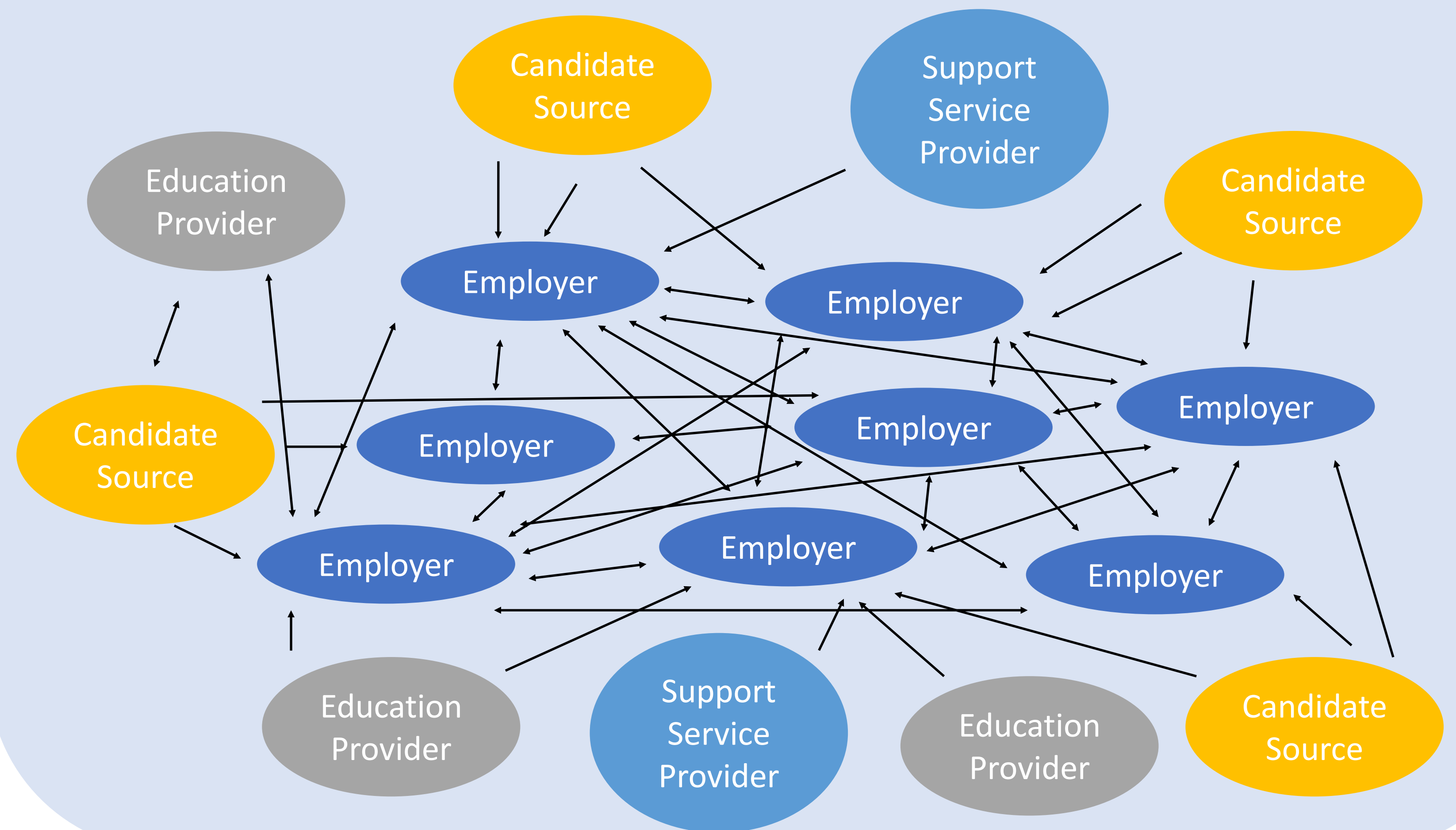
- Help employers in the region explore and develop an apprentice-based model of recruitment and training.
- The Network brings together employers, academic institutions, public and private sectors to create alternative career pathways into digital economy jobs for traditionally underserved communities.
- Goal: Create 1,000 apprenticeships in the Greater Washington region by 2025



# Employer Centric Network

- Employers choose their candidate source(s)
- Employers choose their apprentice candidates
- Employers choose their education provider(s)
- Employers choose their support services provider(s) (if desired)
- Employers share best practices
- The Network provides the ecosystem, the infrastructure, and facilitates connections

## Greater Washington Apprenticeship Network: an employer centric apprenticeship ecosystem



# Industry Cohorts

- Banking
- Government Contracting
- Others?

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NETWORK

# Sustainability Partners

NORTHERN  
VIRGINIA  
CHAMBER  
FOUNDATION



FEDERAL CITY  
COUNCIL

THE  
GREATER  
WASHINGTON  
APPRENTICE  
NETWORK

# Founding Employers

accenture

AON

powered by  
aws

SRM<sup>®</sup>  
BETTER WORKPLACES  
BETTER WORLD<sup>™</sup>

APPTÉON<sup>®</sup>  
Innovative Thinking, Powerful Results

  
Nestlé<sup>®</sup>

  
**NTConcepts**

# Today's Featured Speakers

## **Yaron Schwartz**

Associate Director for Global Partnerships at  
Tent Partnership for Refugees

## **Allyson Eastman**

Economic and Workforce Development Manager at  
Amazon Web Services





TENT

# How Business Can Harness Refugee Talent



# Contents



## 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 since launching Chobani. Refugees now account for 20–30% of the company's workforce.

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 30 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 200+ 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](#)

# Our services to member companies

## GUIDANCE

We provide tailored guidance to help companies design projects that best fit their operations

## BEST PRACTICES

- We leverage our global network of companies to identify and share best practices for working with refugees

## RESEARCH

We commission cutting-edge research to help inform business decisions to work with refugees

## LOCAL PARTNERS

We connect companies to best-in-class local partners who can help support desired projects

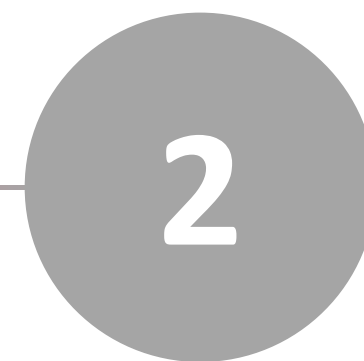
**There is no fee to join the Tent Partnership and use our services!**

# What we ask of member companies



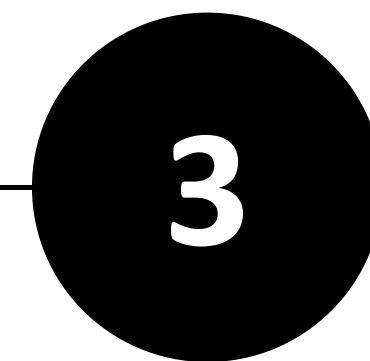
## Participate

Participate actively by attending at least one Tent-hosted event each year.



## Share

Share experiences, lessons, and best practices from your refugee efforts with Tent.



## Connect

Connect Tent to other companies that might be interested in including refugees.

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THE TENT  
PARTNERSHIP  
FOR REFUGEES

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THE REFUGEE  
CRISIS

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THE TENT COALITION  
FOR AFGHAN REFUGEES

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4

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THE CASE  
FOR INCLUDING  
REFUGEES

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5

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NEXT  
STEPS

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# What is a refugee?

## Refugee

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A **refugee** is an individual who has been forced to flee their country because of a well-founded fear of persecution or violence.

## Asylum Seeker

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An **asylum seeker** is an individual who has left their country of origin and has formally applied for asylum in another country but is waiting for a determination.

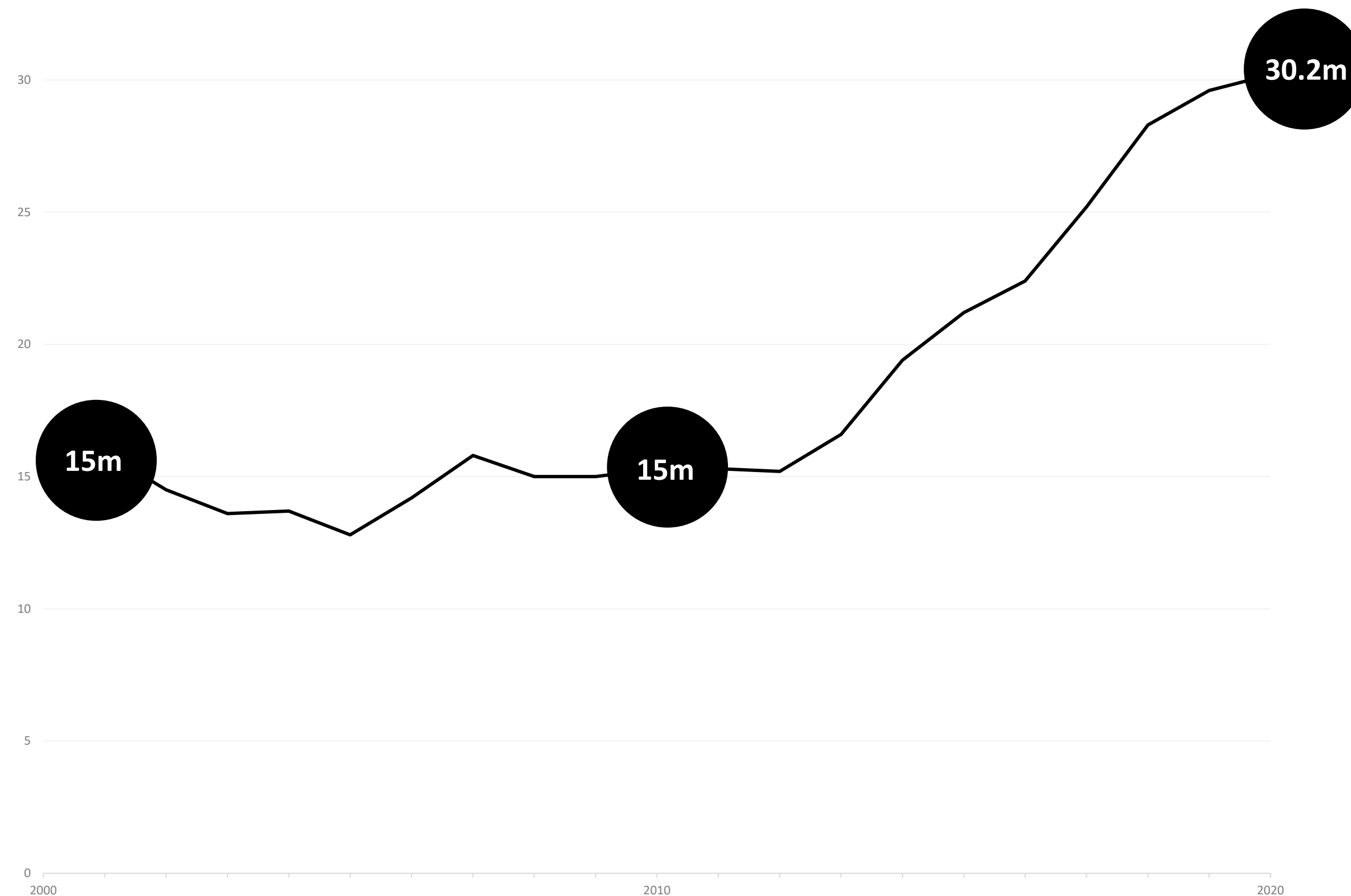
## Economic Migrant

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An **economic migrant** is someone who deliberately chooses to move to improve their life elsewhere.

# The global refugee population has increased rapidly over the last few years

Global Refugee Population, Millions



Highest refugee  
population since World  
War II

# The United States has been a global leader in refugee resettlement under both Democratic and Republican administrations

The U.S. is currently hosting

**340,000 refugees**

The Biden Administration plans to resettle an **additional**

**200,000+ refugees**

over the next 4 years



# The United States will also welcome ~100,000 Afghan allies

The U.S. will resettle at-risk Afghans, including those who worked alongside the American military as interpreters and translators and who face retaliation by the Taliban

There is strong bi-partisan support for resettling Afghans in the U.S.

**The Washington DC/Northern Virginia area is one of the metro areas hosting the largest number of Afghans**



# In September 2021 we launched the Tent Coalition for Afghan Refugees



COALITION FOR  
**Afghan  
Refugees**  
U.S.

To date, **more than 70 major companies** across the country and across industries have stepped up to support Afghan refugees - primarily by hiring and training them



FOOT LOCKER, INC.

Gap Inc.

Hilton

NORDSTROM



Uber



## Our services for Coalition members

1. **Guidance:** Tailored guidance to help companies design effective refugee hiring and training programs
2. **Best Practices:** Monthly working group calls and training webinars to share best practices on integrating Afghan talent
3. **Research:** Commission cutting-edge research to help inform business decisions to work with Afghans
4. **Local Partners:** Connect companies to local partners, including all nine national resettlement agencies & their affiliates, to support company projects
5. **Communications:** Amplify members' refugee efforts on social media and in press

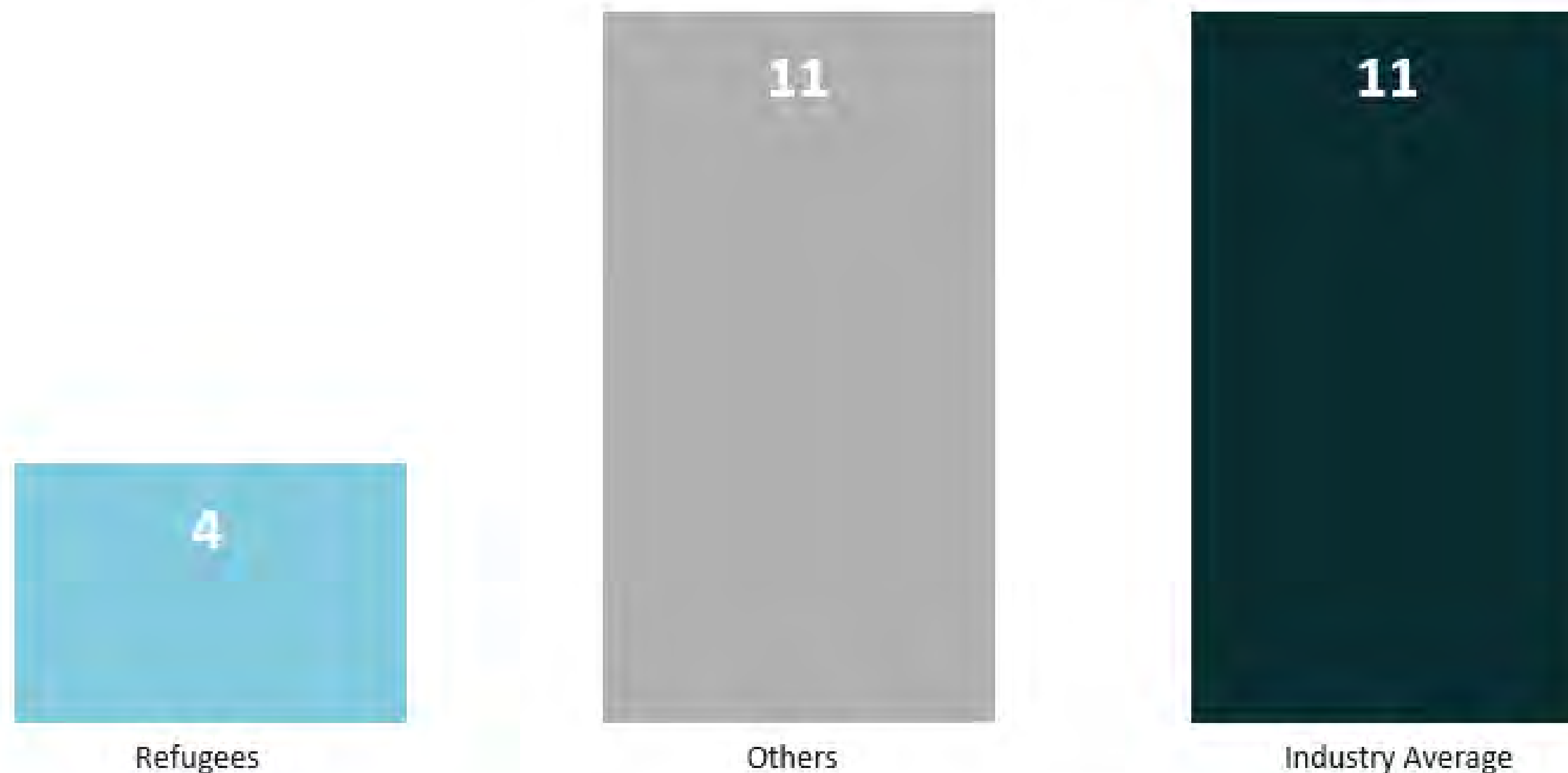


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# Refugees can be valuable members of your workforce

## 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."*

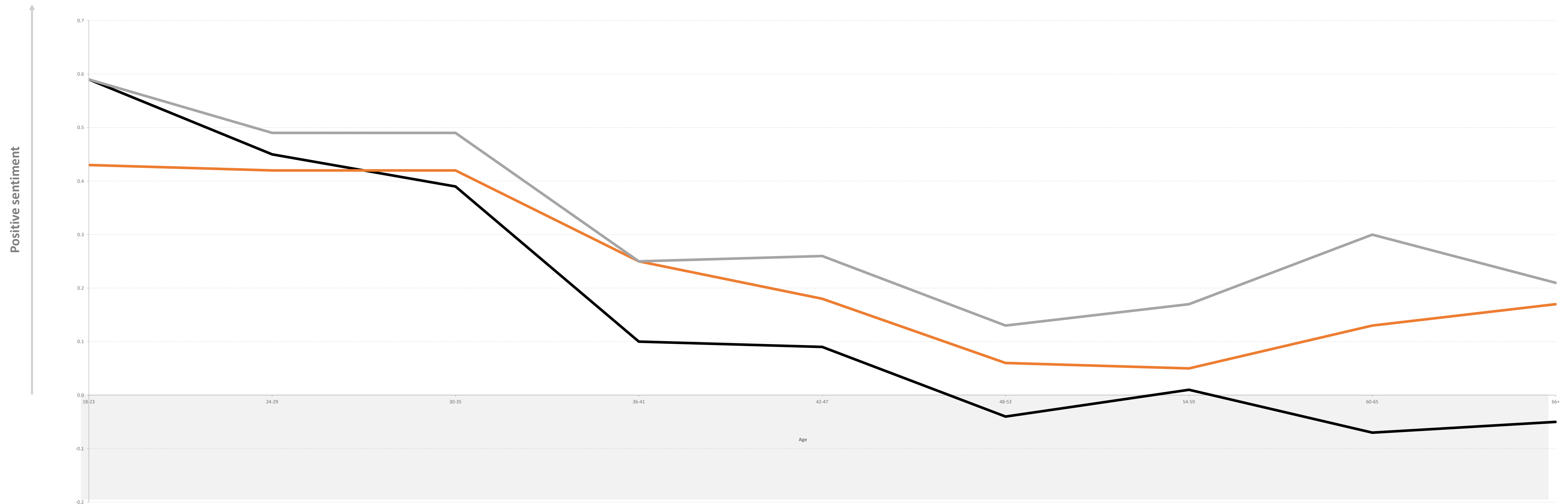
**ROHINI ANAND,**  
FORMER SVP OF CORPORATE RESPONSIBILITY &  
GLOBAL CHIEF DIVERSITY OFFICER, SODEXO



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

Hiring | Entrepreneurship support | Service delivery

## Net consumer attitudes towards brands supporting refugees



Source: 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



# Most importantly, businesses have the opportunity to change the course of a refugee's life



NAWAL HAILE STARBUCKS  
EMPLOYEE

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THE CASE  
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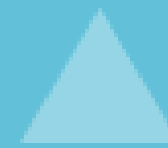


# 5

NEXT  
STEPS

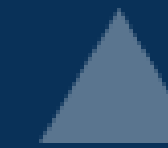
## Next steps

1



**Join the Tent Partnership &  
our Coalition for Afghan  
Refugees**

2



**Develop new commitments to  
include refugees**



Let's start a conversation about how  
your business can take the first step towards  
including refugees, and how Tent can help

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Thank you!  
[aron@tent.org](mailto:aron@tent.org)



# Today's Featured Speakers

## **Yaron Schwartz**

Associate Director for Global Partnerships at  
Tent Partnership for Refugees

[Yaron@tent.org](mailto:Yaron@tent.org)

## **Allyson Eastman**

Economic and Workforce Development Manager at  
Amazon Web Services

[allyeast@amazon.com](mailto:allyeast@amazon.com)





# Breakout Rooms

## Discussion & Networking



# Monthly Employer Meetings

Monthly Meetings: 1st Tuesday of the Month 2:00 – 3:00 pm

Next Meeting:

**Tuesday, April 5, 2:00 - 3:00 pm**

**April**

Featured Resource:

Featured Employer: NT Concepts



# Thank you

## Questions?

Jennifer Williamson

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[www.GreaterWashingtonApprenticeNetwork.com](http://www.GreaterWashingtonApprenticeNetwork.com)

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