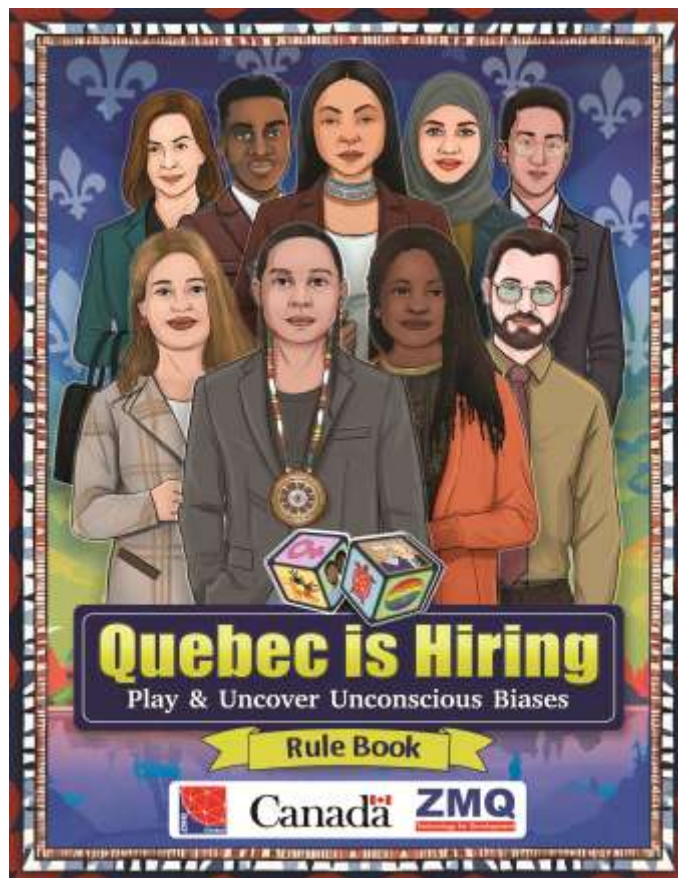




Project: Quebec is Hiring

Support Partner: Canada Heritage

About the Program: Quebec is Hiring is an initiative promoting cultural diversity, inclusion, and equitable hiring in Québec while supporting the integration of immigrant communities. Working with six marginalized groups—Indigenous, Black, Arab, Latin American, South Asian, and South East Asian—and the Quebecois community, the project gathered grassroots testimonials on discrimination and bias in employment. It developed an interactive board game to identify and address recruitment biases related to culture, ethnicity, and religion. Through awareness programs, cultural exchanges, and capacity-building efforts, the project amplified diverse voices, fostered empathy, and empowered communities to challenge racism and discrimination. Overall, it has strengthened social cohesion and helped immigrant communities integrate socially, economically, and culturally into Canadian society.



Program Reach:

The “Quebec is Hiring” project delivered strong, inclusive, and participatory outcomes. A total of 69 participants co-created game content, while 43 contributed to game design. Through gameplay workshops and sessions, it engaged 422 direct and over 550 indirect participants. The project built six partnerships, produced a final report, and developed 40 board game prototypes. In all, 36 workshops and training sessions were held—seven for content collection, ten for prototype development, and nineteen for mediated gameplay in workplace and institutional settings. These achievements reflect the project’s success in advancing inclusion, awareness, and behavior change across Québec communities.



Impact Study:

Following the implementation of the *Quebec is Hiring* board game, a post-game survey with **47 participants** assessed its effectiveness in raising awareness about recruitment biases. The majority agreed that the game accurately reflected real-life recruitment stages and the biases embedded within them. Notably, **41 respondents (87%)** reported that the game increased their awareness and understanding of the barriers faced by equity-deserving groups during the hiring process. **33 participants (70%)** said that playing the game would encourage people to act differently in recruitment situations, and **37 respondents (79%)** mentioned they would recommend the game to their colleagues and friends. Overall, the findings demonstrate that *Quebec is Hiring* had a strong impact on enhancing awareness, promoting empathy, and inspiring behavioral change toward more inclusive and equitable hiring practices.

