



## Project: Window of Quebec

### Support Partner: Canada Heritage

About the Program: **Window of Quebec** (WoQ) is an innovative technology program of ZMQ Global which is supported by Canada Heritage under the Anti-Racism Action Program. The program has been conceived to create awareness on racism and discrimination at workplace using digital stories. The larger objective of the program is to uphold values of diversity and inclusion; and confront racism and discrimination at various levels. Window of Quebec works with six marginalized communities in Québec namely Indigenous, Black, Arab, Latin American, South Asian and South East Asian. WoQ has launched digital stories which are collected as grass-root testimonials from the communities to create awareness on racialism and discrimination.



### Program Reach:

The program reached to over 100 organizations, called them and wrote them emails. We had meetings with 53 organization and the stories were implemented with 29 agencies. Over 40 workshops were conducted. Also, we reached out to 6 minority community-based organizations in Quebec



namely Indigenous, Blacks, Arabs, South Asians, South East Asians and Latins. We developed 12 workshops with them. We also used social media to reach out to groups. In total, 12 digital soties were developed and they were replicated both in English and French. In total, we reached more than 8,400 population in two years.

## Impact Study:

A survey was conducted across seven organizations and six community-based organizations, engaging a total of 153 participants. The findings revealed a highly positive response to the activities implemented. About 88% (135 participants) found the activities useful in increasing their awareness of systemic barriers in employment, justice, and social participation. An even higher 98% (151 participants) reported that the activities enhanced their understanding of these barriers. Furthermore, 92% (141 participants) felt that the activities strengthened their capacity to overcome such systemic challenges. In addition, 81% (125 participants)



believed that the research produced through this project would contribute effectively toward addressing these barriers. Notably, 96% (147 participants) expressed that they would recommend these activities to a colleague or friend.

