



CANADIAN RESEARCH  
INSIGHTS COUNCIL  
LE CONSEIL DE RECHERCHE  
ET D'INTELLIGENCE  
MARKETING CANADIEN



## The Research Brief

### Background

Century Initiative was started by a group of prominent Canadians concerned about the Canada we will leave to the next generation. After extensive issue mapping and discussion of the potential for positive, long-term impact, it was decided that growing Canada's population is pivotal to Canada's economic prosperity, social inclusivity and influence on the world stage. Century Initiative focuses on five intersecting areas critical to advancing long-term prosperity through population growth: early childhood support, immigration, urban development and infrastructure, employment and entrepreneurship and education, with a view to achieving a goal of 100 million Canadians by 2100 through coordinated and collaborative action and policy solutions.

Century Initiative, CRIC and ESOMAR recognize a number of worrisome trends: an aging population, not enough people in the workforce to support our aging citizens, threats to the viability of our health care and educational systems, declining productivity, and the ravages of climate change on our delicate ecosystem.

We seek to develop an inaugural initiative that builds upon the work of Century initiative. It will focus at least in part on unlocking Canada's potential through bringing the best of what a growing population can provide: increased innovation, new entrepreneurial activity and the capacity to scale shared prosperity in Canada.

### Canadian Demographic Trends

Without immigration, Canada's population will start to shrink in twenty years. It is not a question of whether, but how much immigration is appropriate. We need a thoughtful, long-term, and deliberate approach that balances our need to grow with our ability to create conditions for all Canadians -new and old- to succeed.

Over 20% of people living in Canada and over 50% of people living in Toronto were born elsewhere. Canada already has a large number of people that come from other countries, and they are a source of economic strength and vibrancy. Our openness as a country is a competitive advantage, and should remain that way for decades to come.

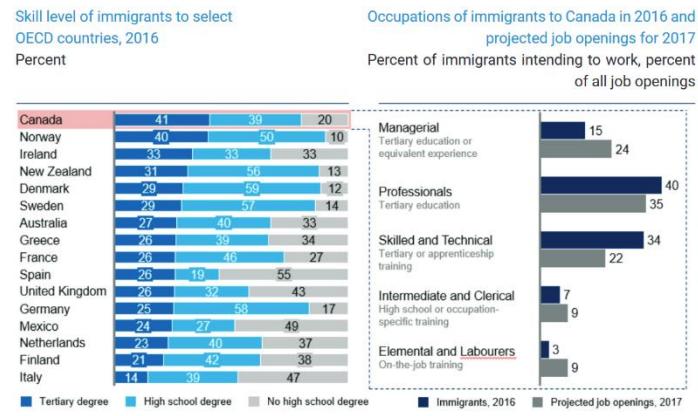
## Integration, Innovation and Entrepreneurship: Room to Grow

Despite success in attracting highly-skilled immigrants, Canada trails OECD countries in realizing their full potential. 40% of highly educated employed immigrants in Canada are employed in roles for which they are over-qualified. The immigrant over-qualification rate is 5 percentage points higher than for the native-born population. Canada also falters when it comes to retaining the most productive immigrants. Data on the migration patterns of patent-filing inventors is instructive. Inventors are an important subset of immigrants as they contribute among the most to a host country's innovation and growth potential. Although Canada welcomed 7,300 immigrant inventors during the 2001-2010 period, more than 21,300 inventors emigrated from Canada during the same period, resulting in a net loss of 14,000 inventors. Canada loses most of its inventors to the United States: during the 2001-2010 period, Canada lost 18,700 inventors to its southern neighbor. Additionally, although immigrants to Canada demonstrate a high propensity to start a business<sup>1</sup> . Statistics Canada has found that 33% of immigrants reported they were self-employed due to a lack of job opportunities compared with 20% of the Canadian born population<sup>2</sup>. Immigrant-owned businesses employ fewer staff. Language and cultural barriers, weak professional networks and Canadian business and regulatory knowledge, lack of awareness of existing supports, and challenges accessing capital are some of the impediments to entrepreneurial success.

Addressing barriers to integration, innovation and entrepreneurship is important because it would allow Canada to unlock and apply the skills, talents and abilities of newcomers towards our shared goal of long-term prosperity for all.

### The Need for Research

The Century Initiative has already proposed recommendations to help address the current shortcomings, these are outlined in their reports , “[For a Bigger, Bolder Canada](#)” , “[Canada’s Competitiveness in the Global War for Talent](#).”, and “[Achieving Better Integration Outcomes](#)”. The Century Initiative is seeking additional research that will support the development of effective solutions to advance integration, innovation, entrepreneurship in Canada, to the enduring benefit of all Canadians, now and in generations to come.



SOURCE: OED, Statistics Canada

<sup>1</sup> Statistics Canada analysis of the period between 2003 and 2013 has found that immigrants registered a higher level of annual net job creation per firm and were more likely to own firms with higher rates of job creation than Canadian-born entrepreneurs. Picot and Rollin, *Immigrant Entrepreneurs as Job Creators*.

<sup>2</sup> Statistics Canada, *Research Blog: Immigrant entrepreneurs in Canada*.

## **What is required**

Proposals should identify specific research objectives that relate to the Century Initiative's Need for Research and describe how the results of that research will lead to actionable insights, initiatives and solutions that can be scaled in the interest of long-term, shared prosperity in Canada.

Proposals must consider forward-looking, alternative and innovative approaches and techniques that may be realistically applied beginning today. This might include reviewing literature, drawing on global best practices, interviewing staff and other stakeholders, and surveying or undertaking interviews. All proposals must include consideration of how these approaches and techniques can be applied to the benefit of newcomers and all Canadians, including those who are currently marginalized from full economic participation. Proposals must also clearly articulate how these approaches and techniques will increase levels of economic growth, inclusion, and influence over the long-term and how they can be applied to a growing population (i.e. 100 million by 2100). Given the impact of COVID-19 and in support of the measures in place to reduce its spread, all work included in the proposals must be done virtually (by phone or online). Submissions must describe the operational support they will require to run this project. CRIC will work with its member companies to provide reasonable, virtual field services at no charge.

Prepare a realistic timeline, with the whole project wrapped up by July 31, 2020.

All entries must be submitted to: [RGT@canadianresearchinsightscouncil.ca](mailto:RGT@canadianresearchinsightscouncil.ca) by April 30<sup>th</sup>.

## **Eligibility**

The competition is open to young researchers including students aged 18-35. Entries can be submitted by individuals or teams of two. Entrants must be committed to completing the research by July 31, 2020 and must be available to attend the ESOMAR Congress in Toronto from September 13-16.

## **Criteria for Selecting the Winner and Timeline**

An advisory committee including representatives from CRIC and the Century Initiative will review all proposals. Entries will be judged based on their proposed research methodology (including the extent of innovation), and the extent to which their proposed research are likely to result in actionable insights, initiatives and solutions for the Century Initiative. The winner will be announced on May 7, 2020.