

**FOR IMMEDIATE RELEASE:**

**Toronto ON Canada December 18, 2023**

**Canadian Employee Relocation Council and Ipsos Public Affairs Join Forces for Global Mobility Research Project**

**Talent Takes Centre Stage in the Global Workforce: The Shift from Capitalism to Talentism**

In response to the global workforce challenges faced by businesses worldwide, the Canadian Employee Relocation Council (CERC) and Ipsos Public Affairs are thrilled to announce the launch of their collaborative Global Mobility Research Project. Recognizing talent as the modern form of capital, the initiative aims to address the critical need for skilled workers and explore the willingness of working-age individuals to relocate for employment.

"The success of any national or business model for competitiveness in the future will be placed less on capital and much more on talent...the world is moving from capitalism to talentism," emphasizes Klaus Schwab, Founder and Executive Chairman of the World Economic Forum.

**Challenges and Solutions**

With businesses globally facing shortages of skilled workers that stifle economic growth, the mobility of talent emerges as a key solution. The project seeks to answer crucial questions, especially in the post-pandemic era: How do we get people to where the jobs are? Will people move for employment reasons in the changed landscape?

As future workforce growth is projected to be fueled mainly by immigration and talent mobility, understanding the needs and expectations of employees becomes paramount. While much is known about employer intentions, little research is available to inform decision-makers about employee expectations in this rapidly changing world of work.

**Past Success and Future Insights**

Building on the success of their 2012 and 2017 global surveys, which reached 13,000 employees across 24 countries, CERC and Ipsos will conduct a new survey early in 2024. The survey will gather insights into employee attitudes about relocating for employment, covering key issues such as hybrid working, housing, cost of living, climate change, security, and diversity, equity, and inclusion.

**Survey Benefits**

The survey will:

- Report on trends and changing expectations among global employees.
- Provide insights based on major industry groupings, country of residence, and factors that motivate global employees to accept employer-sponsored relocations.
- Offer strategic global intelligence for employers and policymakers in the global war for talent.

- Provide research to support changes to government policy and regulations governing employee mobility.

### **Seeking Support**

To carry out this vital research, CERC and Ipsos are seeking financial support from interested parties. Partnering with the project offers exclusive benefits, including input on survey questions, access to raw data tables, leadership recognition, and the opportunity for additional research on survey findings.

### **Get Involved**

To learn more about how they can support this groundbreaking project, interested parties are invited to contact:

**Stephen Cryne**, President and CEO of the Canadian Employee Relocation Council, via email at [scryne@cerc.ca](mailto:scryne@cerc.ca) or telephone at 416-593-9812

**Martin Hrobsky**, Senior Vice President, Ipsos Public Affairs, via email [Martin.Hrobsky@ipsos.com](mailto:Martin.Hrobsky@ipsos.com) or telephone 416-871-0525

In a world transitioning from capitalism to talentism, this research project will play a pivotal role in shaping the global workforce landscape. Don't miss the opportunity to be part of this influential initiative.

*About the Canadian Employee Relocation Council (CERC):* The Canadian Employee Relocation Council (CERC) is a not-for-profit organization dedicated to removing barriers that restrict mobility and deployment of human capital, which are vitally important to future prosperity. Established in 1982, the Council represents the interests of its members on workforce mobility matters. Many of the Council's members are listed in Canada's Financial Post Top 500.

*About Ipsos Public Affairs:* Ipsos Public Affairs is the world's third largest market research and opinion polling company with \$2.5 billion in annual billings via offices in 55 countries and 16,000 employees, with over 25 years of experience. Established monthly 24+ country polling capability with quick turnaround and is the International polling agency of record for Reuters.