

ENGAGE TALENT!

2025

WORK WITHOUT BARRIERS

Building A Workforce Without Barriers

In Canada today, more than 8 million people have a disability — yet barriers to meaningful work remain at every stage, from hiring to career growth.

Forward-thinking employers know that disability inclusion is more than meeting compliance standards. It's about creating a workplace where everyone can contribute and grow together.

Join ODEN in the **2025 NDEAM** Campaign to:

- Celebrate the contributions of people who have a disability
- Ignite ongoing conversations around removing barriers in recruitment, workplace culture, and career advancement
- Show how and why disability inclusion connects to broader business objectives
- Highlight and share success stories

NDEAM 2025: An Overview

The theme for 2025 is **Inclusive Employment Across Canada**: Building A Workforce Without Barriers. Throughout October, we will focus on:

- Breaking down the barriers, visible and invisible, that prevent Canadians who have a disability from fully participating in the workplace
- Showing how disability inclusion strengthens retention, productivity, and innovation, and directly connects to broader business objectives and mission
- Sharing stories that demonstrate the long-term impact and competitive advantage of disability inclusive hiring
- How businesses can move beyond compliance and proactively move towards enrichment of their workplaces and communities with disability inclusive hiring



Closing the
disability
employment
gap by one-third

could boost
Canada's GDP by
\$50B by
2030

(TD, 2019)

Ways to take part

- Co-brand the NDEAM poster (**an ODEN members-only benefit!**) and share it with your contacts
- Request a mayoral proclamation in your town or city
- Host your own NDEAM events, such as Lunch 'N Learns
- Businesses — mark NDEAM by hosting team discussions on accessibility and inclusion in your workplace
- Review your policies, practices, and workplace culture. Are you building a barrier-free workplace?
- Businesses and ESPs — build collaborative relationships with each other that can break down employment barriers
- If you're not an ODEN member, **join** during NDEAM and get access to **members-only resources**
- Share weekly posts on your social media platform
- Promote your employment successes on social media by using these hashtags:

#EngageTalent

#WorkWithoutBarriers

#NDEAM2025

#DEAM

NDEAM CAMPAIGN HIGHLIGHTS

> Work Without Barriers Event Series

A weekly virtual session exploring the various barriers to work and conversations with disability inclusive businesses. Topics include mental health at work, youth employment, and service excellence.

> Light It Up! For NDEAM™ - October 16

Join communities and businesses across Canada in lighting up buildings, landmarks, and signs in purple and blue to show your support.

SOCIAL MEDIA CHALLENGE: One Thing I Wish Employers Knew

Throughout October, we're asking employees who have a disability and Employment Service Providers to fill in the blank:

One thing I wish every employer knew about access, disability inclusion, or inclusive hiring is _____.

Tag your post with **#WorkWithoutBarriers**, **#NDEAM2025** and **@ODEN** to join the conversation.

How to participate

- Use our branded templates and post your response
- Share a photo or video of you (or your team) holding your statement
- Post individually or compile into a short video or carousel

Starting October 1, let's #WorkWithoutBarriers and build inclusive workplaces across Canada!

To find out more contact: Pawnaa Perinpanayagam, Communications Strategist

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