

ENGAGE TALENT | 2026

SKILLS GROW ECONOMIES

DISABILITY INCLUSION FUELS THE GROWTH

Skills Grow Economies. Disability Inclusion Fuels the Growth.

Canadian businesses are navigating increasing pressure to find skilled talent, improve productivity, and remain competitive. Skills shortages and changing workforce needs continue to challenge organizations of every size.

Disability inclusion is one of Canada's greatest opportunities to address these challenges.

Join ODEN in the **2026 NDEAM** Campaign to:

- Recognize disability inclusion as a business strategy that strengthens productivity and workforce growth
- Start conversations about skills-first hiring and inclusive workplaces
- Celebrate the contributions of employees who have a disability
- Share stories that demonstrate the business value of disability inclusion

NDEAM 2026: An Overview

The 2026 theme, **Skills Grow Economies - Disability Inclusion Fuels the Growth**, highlights the role disability inclusion plays in helping businesses strengthen their workforce and respond to today's labour market challenges.

Throughout October, the campaign will focus on:

- Demonstrating how disability inclusion expands access to skilled talent
- Encouraging employers to recognize skills, potential, and transferable experience
- Highlighting employers and communities leading the way in disability-inclusive employment
- Providing resources that help businesses strengthen hiring, retention, and workplace culture



More than **741,000**

Canadians who have a disability had the potential to work but were not employed. Statistics Canada, 2024

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 hiring, onboarding, or workplace practices that could become more inclusive.
- 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
#SkillsGrowEconomies
#NDEAM2026
#DEAM

NDEAM CAMPAIGN HIGHLIGHTS

> Skills Grow Economies Webinar Series

A virtual event series exploring how disability inclusion supports workforce development, productivity, and business growth.

> Light It Up! For NDEAM™ - October 15

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 You Won't Find On My Resume

Throughout October, we're asking job seekers who have a disability to fill in the blank:

One thing you won't find on my resume is:

Tag your post with **#SkillsGrowEconomies**
#NDEAM2026 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 showcase how
#SkillsGrowEconomies and how disability
inclusion fuels the growth!

To find out more contact: Pawnaa Perinpanayagam, Communications Strategist

Phone: 1-866-280-6336, ext. 118 Email: pperinpanayagam@odenetwork.com

 **ODEN®** • 1.866.280.6336 • [odenetwork.com](https://www.odenetwork.com)

Light it Up! for NDEAM™ is a registered trademark of The Ontario Disability Employment Network.