



Communities in the driver's seat: Insights from North America and Europe on migrant attraction and retention in small cities

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For local people in many small cities around the world, migrant attraction is much more than a policy measure to alleviate labour shortages — it's personal. New migrants represent opportunities to spark innovations in local industry, add a player to the football team, boost dwindling school enrolment and bring cultural richness to the community. In towns where there is a broad consensus on the benefits of migration, different sectors of the community are much more likely to become involved in promoting the inclusion of newcomers. In turn, when migrants feel socially and economically included, they are more likely to stay. This presentation will share insights from research conducted in 20 small and mid-sized cities in Canada, the U.S., Germany, Norway and Sweden as part of a Churchill Fellowship. It provides practical examples of how cities have leveraged local assets to transform migrant attraction and retention initiatives into a whole-of-community approach.