

# **Report**

# **Employment Road Maps – Exploring Canadian Career Pathways**

February 7, 2018

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# I. Executive Summary

Research has demonstrated that regardless of their gender, English skills, education and length of time in Canada, immigrants, in general take a long time to find a job in their field. (Galarneau & Morissette, 2008) (Burnaby Settlement and Integration Plan 2016-2019, 2016). This issue was identified as a strategic priority in the two year research conducted by the Burnaby Intercultural Planning Table (BIPT).

BIPT studies bring attention to the multiple challenges immigrants and refugees face when looking for employment, as well as the challenges employers face when hiring newcomers. The studies also highlight recommendations made by both immigrants and employers for improving employment outcomes. The recommendations highlight the need for providing opportunities for newcomers to make more meaningful connections with employers and learn about the hiring process in the Canadian job market. Employers have recommended creating activities that connect employers to increase awareness of the skilled immigrant talent pool.

The employment Working Group of the Burnaby LIP understands that work cultures, employment structures and hiring practices differ not only across employment sectors, but across cities and countries as well. For immigrant and refugee job seekers arriving in Canada, navigating a new employment landscape can be challenging, often resulting in underemployment or unemployment. The working group members agreed that it was important to prepare a conference with the goal of bringing awareness to the nonlinear nature of work search and provide information on the employment standards. The purpose of the conference is to explore workplace culture in a broader sense, allowing immigrant job seekers to be empowered and to create road maps that can lead to commensurate employment and/or help them discover new career paths.

The one day conference opened with a keynote presentation explaining the non-linear nature of career planning, the demonstration was also intended to help the immigrant and refugee participants to understand that it is not always possible to find employment in their area of expertise, as being in a new work environment brings new challenges and different standers than their home country. The keynote presentation was followed by sector breakout sessions: clean technology, construction

engineering, information technology, hospitality, manufacturing and health care. Each breakout session had a panel of an employer, a settlement service organization and a newcomer presenting his/her success story with a Q & A session for participants to ask questions to the panelists. Participants were offered the opportunity to attend two breakout sessions. The first breakout session was in their trained field and the second breakout session in another field they wanted to explore as a new career path. To close the morning a keynote presentation on Intercultural Competency was offered on workplace cultural competency and soft skills to demystify the “career experience”. The networking lunch brought participants, presenters and agencies to interact. The Market place had 17 booths where employers, settlement service organizations and other service providers offered advice to the participants.

From the 130 immigrants and refugee job seekers in attendance, there were 19% employed in their trained field and 81% not employed in their trained field. As well from the 130 people, 40% were unemployed and 18% were working in other fields than the one they were trained in.

## II. Introduction

The Burnaby Intercultural Planning Table is Burnaby’s Local Immigration Partnership (LIP). LIPs do not provide direct services rather they build on local services in order to optimize engagement, planning and coordination in the area of newcomer settlement and integration. The mission of BIPT, a working group of 23 prominent organizations/agencies and institutions, is to work collaboratively to facilitate the integration of immigrants and refugees.

The priorities in the 2016 BIPT Strategic Plan included: access to information and services, intercultural connections, civic engagement, cultural representation and employment, as well to ensure that Burnaby continues on its path towards being an exceptionally welcoming and inclusive community in which every resident, whether native born, immigrant or refugee, enjoys equal opportunities to live, work and play. The employment working group proposed an event to provide immigrant job seekers a

perspective on the nonlinear nature of work search so that they are empowered to take the necessary steps in order to influence their futures with a positive mindset and have a better understanding of the employment characteristics / standards / norms for clean technology, construction engineering, information technology, manufacturing, hospitality and health care.

### III. Needs

According to the 2016 census, Burnaby was home to the fourth-largest immigrant population (115,145) in the Metro Vancouver Region, representing 11.6% of Metro Vancouver's immigrant population and 50.0% of the city's total population. The city of Burnaby has the second highest proportion of immigrants in B.C., second only to Richmond where immigrants comprise 60.2% of the population. 81.2% of B.C.'s recent immigrants lived in the Metro Vancouver region of which 80% resided in Vancouver (26.2%), Surrey (25.5%), Burnaby (11.3%), Richmond (10.7%) and Coquitlam (6.7%).

In 2015 there were 67,975 immigrants and 9,075 recent immigrants in Burnaby's labour force. Immigrants and recent immigrants represented 54.0% and 7.2% of the City's labour force respectively, only slightly different than 2011 levels: 53.8% for total immigrants and 8.4% for recent immigrants reported in the NHS 2011.

By 2015, 10.0% of Burnaby's recent immigrants were unemployed, significantly higher than its total immigrant labour force (6.3%) and their Canadian born counterparts (6.5%). However, Burnaby had a decrease in unemployment from 2010 when 11.9% of recent immigrants, 7.8% of total immigrants and 7.0% of its Canadian born labour force were unemployed (NHS 2011).

At the regional level, although Metro Vancouver's unemployment rates were slightly lower than City of Burnaby's, there were still significant discrepancies among these three groups: 9.3% of Metro Vancouver's recent immigrants were unemployed in 2015, much higher than the 5.9% for total immigrants and 5.7% for the Canadian born population.

The employment event for the year 2017-2018 was designed to help immigrant professionals to understand the employment road maps and explore Canadian career paths for selected sectors

Facts:

- The Clean Technology industry is Canada's fastest growing sector. In 2012, the industry grew by 9% a rate outstripping every other sector in the country. 37% more Canadians worked in the renewable energy industry in 2013 than 2009. By 2013 the clean energy sector encompassing manufacturing, energy efficiency and biofuels accounted for more direct jobs than the oil sands.

The city of Burnaby has identified the clean technology as a key technology, with "growing green" as a fundamental theme of its economic development strategy. The city has developed an Environmental Sustainability Strategy (ESS) and is on its way to becoming one of greenest cities in the world.<sup>1</sup>

- B.C.'s construction industry is a large sector that has been very healthy for the past decade and is forecasted to continue its rapid growth. The construction sector' growth is forecast to continue due to rapid economic growth and population increase. Burnaby is expecting a significant increase of residential buildings; total dwelling units are projected to climb to 115,000 units by 2021 and 149,300 by 2041, an increase of 42% and 84% respectively. At least 106 new high-rise residential buildings are forecasted over the next 25 years. Province wide, 73,000 jobs openings are forecast for 10 years to 2025 slightly half of these in the lower mainland and southwest region.<sup>2</sup>
- The manufacturing sector is a significant part of BC's diverse economy, the fourth largest sector in the province, and a primary generator of growing B.C. exports, comprising 67 per cent of goods shipped.<sup>3</sup> The sector will provide 174,700 jobs by 2025, with approximately 65% of these in the

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<sup>1</sup><http://www.burnaby.ca/Assets/city+services/policies+projects+ad+iitiatives/environment/ESSSC+public/Phase+2+ESS+Public+consultation+Summary.pdf>

<sup>2</sup><http://www.workbc.ca/getmedia/bb2043113-86c2-446b-90c2-aa6dd1f78b69/Profile-Construction-Compressed.pdf.aspx>

<sup>3</sup><https://www.workbc.ca/Labour-Market-Industry/Industry-Information/Industry-Outlooks/Manufacturing.aspx3>

Lower Mainland and Southwest region. Manufacturing provides a high proportion of full-time jobs. In 2014, only 6.8% of jobs were part-time, compared to 21.8% overall.

- BC's Information and Communication Technology industry is one of the fastest growing sectors in the province. At a national level, in 2016 40% of the ICT workforce was born outside of Canada, compared to 28% in 2001.
- The hospitality sector and the health care as well as retail trade, professional scientific and technical services, and social assistance were the top sectors for Burnaby's immigrant labour force. Combined these sectors accounted for 33.6% of Burnaby's working immigrants. Both in Burnaby and Metro Vancouver, recent immigrants were more likely to work in the retail trade, and the accommodation and food services sectors than their Canadian born counterparts. 26.2% of Burnaby's recent immigrants worked in these two sectors, compared to 19.3% of Canadian born workers in Burnaby.

# IV. PROGRAM LOGIC MODEL

<b>Planning Committee: BBOT, Douglas College, MOSAIC, ISS of BC, SFU, SUCCESS and Vancity</b>					
<b>Goal: Burnaby immigrants have access to services and supports that enhance attainment of commensurate employment.</b>					
<b>Objective</b>	<b>Activities</b>	<b>Responsibility</b>	<b>Outputs</b>	<b>Short-Term Outcomes</b>	<b>Success Indicators</b>



<p><b>Objective 1:</b> Identify sectors where there is a demand for labour</p> <p><b>Objective 2:</b> Participants have increased knowledge and skills they need to succeed in the Canadian workplace</p> <p><b>Objective 3:</b> Immigrant and refugee job seekers have opportunities to connect meaningfully with employers</p> <p><b>Objective 4:</b> Labour market challenges faced by employers are identified and solutions are recommended</p> <p><b>Objective 5:</b> Introduce Burnaby employers to the immigrant and refugee talent pool</p>	<ul style="list-style-type: none"> <li>▪ Develop Curriculum</li> <li>▪ Referrals by Immigrant Serving Organizations e.g. MOSAIC, ISS of BC, SUCCESS refer clients to this program</li> <li>▪ Registration</li> <li>▪ Training Sessions: Intensive career development program for immigrant and refugee job seekers providing skills training, connections and tools necessary to compete in the job market</li> <li>▪ Networking Event: The training will culminate into a networking event with employers</li> <li>▪ Process to earn a Certificate: Participants will receive a certificate of completion.</li> <li>▪ Evaluation survey</li> </ul>	<p>Planning committee</p>	<ul style="list-style-type: none"> <li>▪ Training workshops</li> <li>▪ Networking event</li> <li>▪ Evaluation Report</li> </ul>	<ul style="list-style-type: none"> <li>▪ Immigrant and refugee job seekers have increased knowledge of and skills related to networking</li> <li>▪ Immigrant and refugee job seekers have increased knowledge of workplace culture.</li> <li>▪ Immigrant and refugee job seekers have opportunity to network with employers</li> <li>▪ Employers have increased knowledge of available immigrant talent pool</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Employers have access to the immigrant talent pool</b></li> <li>▪ <b>Immigrant and refugee job seekers are connected with employers</b></li> </ul>
<p><b>Timeline : <u>January to March 2018</u></b></p>					

## V. Goals/Objectives

**Goal:** To help immigrant job seekers achieve meaningful employment in Canada

<b>Objective 1:</b>	To provide immigrant job seekers a perspective on the nonlinear nature of work search so that they are empowered to take the necessary steps in order to influence their futures with a positive mindset
<b>Objective 2:</b>	Immigrant job seekers have a better understanding of the employment characteristics/standards/norms for the following sectors: <ol style="list-style-type: none"><li>1. Manufacturing</li><li>2. IT</li><li>3. Construction Engineering</li><li>4. Clean Technology</li><li>5. Healthcare</li><li>6. Hospitality</li></ol>
<b>Objective 3:</b>	Increased understanding of potential career paths and workplace culture
<b>Objective 4:</b>	Increased understanding of what transferable skills mean and how to apply them in a chosen career field
<b>Objective 5:</b>	Increased understanding of employment services and supports available to immigrants to help them reach their career potential
<b>Objective 6:</b>	Immigrant job seekers and employers have an opportunity to connect meaningfully with each other

## VI. Project Description

Project name:	<b>Employment Road Maps:</b> Navigating Canadian Career Paths
Planning Committee:	BBOT, Douglas College, MOSAIC, ISS of BC, SFU, SUCCESS and Vancity
Project Owners:	Douglas College, MOSAIC, ISS of BC and SUCCESS
Description:	<p>A one day conference/forum that will bring together immigrant job seekers, employers and service providers for a dialogue and information exchange to help decipher the Canadian employment landscape.</p> <p>Work cultures, employment structures and hiring practices differ not only across employment sectors but across cities and countries as well. Navigating a new employment landscape can be challenging, especially for immigrants and refugee job seekers, often resulting in underemployment or unemployment. This conference aims to bring awareness to the nonlinear nature of work search, provide information on the employment standards and workplace culture in a broader sense so that immigrants job seekers are empowered to create road maps that can lead to commensurate employment and/or help them discover new career paths.</p> <p><b>What to expect:</b></p> <p>We hope that with this conference will help shed light on:</p> <ul style="list-style-type: none"> <li>• Work culture, employment norms and characteristics in             <ol style="list-style-type: none"> <li>i) Healthcare</li> <li>ii) Manufacturing</li> <li>iii) IT</li> <li>iv) Hospitality</li> <li>v) Construction Engineering</li> </ol> </li> </ul>

vi) Clean Technology

- How to transfer skills so that they are relevant and applicable in the Canadian work context in attaining meaningful employment
- Alternate career pathways when foreign credentials are not recognized in employment sectors
- Personal experiences of immigrants and refugees who have succeeded

**Keynote presentation:**

The conference will begin with a Keynote presentation that will introduce a perspective on the nonlinear nature of work search and strategies to approach career planning so that immigrant job seekers are empowered to take the necessary steps in order to influence their futures with a positive mindset some ideas on how one can understand and navigate the employment landscape in Canada. It will help participants to have a broader outlook on career planning.

The conference participants will then participate in break-out sessions.

**Breakout sessions:**

Each participating organization will host one breakout session which will focus on their chosen employment sector. The six employment sectors have been identified on the basis of each organization's expertise and high demand for skilled labour in each of them.

- Douglas College – HealthCare
- ISS of BC - Construction Engineering and Clean Technology
- MOSAIC – Manufacturing
- SUCCESS – IT and Hospitality

Breakout sessions will be led by a Panel made up of an **employer, an immigrant** who can share his/her journey in mapping out a successful career plan in Canada and the host organization who will share the services they offer to help newcomers reach their

	<p>employment goals. The breakout sessions will followed by a Marketplace.</p> <p><b>Marketplace:</b></p> <p>A fair of multiple employers and service providers where participants will be able to network with employers as well as interact and learn about the various services offered by employment services, immigrant serving organizations and regulatory bodies.</p>
<p>Breakout session format:</p>	<ol style="list-style-type: none"> <li>1. Introduction to the employment sector/employer ( Sector/organizational requirements/standards )</li> <li>2. What the employer looks for in a successful candidate</li> <li>3. Success story by a newcomer</li> <li>4. Services offered by settlement organizations</li> <li>5. Q&amp;A</li> </ol>
<p>Program Length:</p>	<p>9:00 am to 3:00pm (Please refer to the schedule below)</p>
<p>Program participants:</p>	<p>Job ready skilled immigrants and refugees</p>
<p>Date:</p>	<p>February 7, 2018</p>
<p>Venue:</p>	<p>Fortius Sport &amp; Health</p>

## VII. Conference Day Schedule



### Agenda February 7, 2018

Time	Description
8:30 – 8:45am	<ul style="list-style-type: none"> <li>Registrations &amp; Breakfast</li> </ul>
8:45 – 8:55am	<ul style="list-style-type: none"> <li>Welcome &amp; Acknowledgement of the Traditional Territories <i>Carleen Thomas   Elder, Tsleil-Waututh Nation</i></li> </ul>
8:55 – 9:05am	<ul style="list-style-type: none"> <li>Keynote and purpose of event <i>Queenie Choo   Chief Executive Officer   SUCCESS</i></li> </ul>
9:05 – 9:45am	<ul style="list-style-type: none"> <li>The nonlinear nature of career planning <i>Tony Botelho   Director   Career and Volunteer Services, Simon Fraser University</i></li> </ul>
9:45 – 9:55am	<ul style="list-style-type: none"> <li>Immigrant success story</li> </ul>
9:55 – 10:10am	<ul style="list-style-type: none"> <li><b>BREAK - Coffee/tea</b></li> </ul>
10:10 – 10:55am	<ul style="list-style-type: none"> <li>Breakout sessions – Round 1 (Sector you are trained in)</li> </ul>
11:00 – 11:45am	<ul style="list-style-type: none"> <li>Breakout sessions – Round 2 (Sector you would like to explore)</li> </ul>
11:50 – 12:25pm	<ul style="list-style-type: none"> <li>Workplace Intercultural Competency <i>Taslim Damji Manager &amp; Intercultural Specialist   MOSAIC</i></li> </ul>
12:25 – 12:30pm	<ul style="list-style-type: none"> <li>Thank you note</li> <li>Evaluations</li> </ul>
<b>Marketplace: Employment Services, Immigrant Serving Organisations, Regulatory Bodies, Employers</b>	
12:30 – 3.00pm	<ul style="list-style-type: none"> <li>Lunch / Networking / Market Place</li> </ul>

# VIII. Event Description: Employment Road Maps – Exploring Canadian Career Paths

## **Format:**

A day conference/forum to bring together immigrant job seekers, employers and service providers to dialogue and share information to understand the Employment Road Maps and explore the Canadian Career Paths.

## **Organizers:**

BBOT, Douglas College, MOSAIC, SFU, SUCCESS & Vancity

## **Target Audience and Participants:**

This event was targeted to both internationally trained Professionals in the Information Technology, Construction Engineering, Clean Technology, Health Care, Manufacturing and Hospitality sectors

- 130 immigrant and refugee job seekers.
- 6 employers
- 17 service providers and employers in the market place

## **Employment status:**

- 19% employed in their trained field
- 81% not employed in their trained field
- 40% unemployed
- 18% working in other fields

## IX. Event Evaluation: Feedback from participants

	1 - Totally disagree	2	3	4	5 -Totally agree
I had an opportunity to:					
I. Learn about the employment characteristics/standards/norms for my chosen employment sectors	1	0	3	19	15
II. Learn about a chosen alternate career path	1	1	6	15	17
III. Learn about what transferable skills mean and how to apply them in my chosen career field	1	1	7	14	16
IV. Learn about and understand some of the cultural differences in the workplace and some tools to successfully navigate intercultural challenge	1	0	4	17	17
V. Learn about services and supports available to help me reach my career potential	1	1	6	16	15
VI. Connect with employers from my chosen sectors	1	3	10	12	8
VII. Connect with other immigrants who have successfully navigated the Canadian employment landscape	1	4	12	9	13



## What did you like the most about this conference?

1. Speakers, venue food
2. Orientation and job searching and job description
3. Motivating /adjusting to new place is important lesson
4. The networking and breakout sessions
5. It addressed some of the important sectors in BC, the job opportunities in them along with how to fulfill the requirements for obtaining a job in those sectors
6. My transferable skills can be used in another industry.
7. Make myself a good fit into the Canadian culture
8. Different industry information sessions with great speakers. Completely related information for new immigrants
9. I really enjoyed the empathy that the speakers built with us, they were relevant and to the point about what we felt.
10. One thing that what I liked that they gave lots of information for preparing my resume and giving real tips. And I enjoy good time with this opportunity to more connect with other immigrants in Canada like me.
11. Thank you
12. I like the explanation of the cultural differences in the workplace as well as cultural iceberg.
13. I would like to say a big thanks you. In particular, the opportunity to talk to an EGBC representative was really great
14. First presentation
15. Tony Botelho and Construction and Engineering breakout sessions
16. Net Working
17. Tips on career change. Food and getting to know that we are not alone.
18. The idea of getting the potential employers connect with job seekers
19. Talking to Cormac

20. Speaker from SFU was excellent. Also Taslim's presentation on Culture was excellent. Venue was great. Breakout speakers were excellent.
21. The presentation is great. I learned a lot
22. The opportunity to learn from persons who shared their experience as immigrants and how they are working in their desired field
23. The opportunity to understand the Canadian marketplace from different sources and the change to change directions to achieve my goals.
24. The immigrant Success story. His true story of background and experience inspires me a lot. It was really helpful and cheerful
25. The presentation was so amazing. Especially the way every introduced himself and herself
26. Giving Advice?
27. I got lots of information how to create the new career
28. I liked how speaker spoke very clear with excellent dynamics. Like exercise into each and into each competence
29. Networking lecture
30. Breakout session. I got some specific information suitable with my background
31. The presentation of chopsticks value (clean Tech sector) the real experience stories of other immigrants.
32. Learn about sources and getting aware about the importance of having first nations and intercultural differences at the workplace
33. Opportunity to network with employers and peers
34. Tony's presentation
35. The opportunity to learn about different sectors
36. Learn more about some behaviours. Shaming experiences

## What suggestions do you have for improvement?

1. Maybe allow more time for addressing specific questions or have the speaker available at the networking event.
2. Limited amount of time was allocated for the sectors that I choose, so the sector professional had to rush through them while someone kept reminding them every minute, that they had limited time left. So maybe you could increase the duration of these programs or maybe allocate only 2-3 in a day to have sufficient time for every one of them.
3. More presentations from prospective employers like UBC, TELUS big companies and corporations
4. If you can also connect with the employers in the industry. Most organizations do provide employment search support however it takes so much time to arrive at the results. Also sometimes immigrant end up doing survival jobs.
5. It would be better if next event might increase the variety of industries offered to the participants
6. I think the program is pretty well prepared and the instructions and staff are very kind and well qualified, I appreciate that. As one of immigrants, I would personally like to know a bit more about the type of jobs in Canada like a contractor, freelancer, part-time, full-time, permanent, temporary worker and so on.
7. Could you please increase the time of breakout sessions
8. People with no experience or new to the field will need more help
9. I thought it would be better to target based on the job seekers interest i.e. to have different sessions and different times for each selected sectors so that would help connect with more relevant job-seekers and spend more time with the employers.
10. Tell the breakouts when they are supposed to finish even if start late. Get people to go to the first breakout more quickly. We waited and waited and this delayed everything.
11. Networking is very important
12. To add and extend the duration of the sessions. There is a lot of information to be shared
13. More companies and areas
14. It would be much appreciated if the breakout sessions were longer and had more Q& A sessions
15. Employers can help us or other people to bring some business cards

16. More time
17. Nothing all was amazing, and interesting
18. More employers
19. I would like to have the presentations on my email after the conference so I could use them after.
20. More of these events / frequency (more)
21. More time for the sessions

### **Additional feedback, comments or thoughts?**

1. Good experience
2. They are excellent / very good support new immigrants
3. Time duration between the individual sectors was bad too tight, so felt rushed, maybe all programs would be on same level to avoid running and rushing up and down, other than that it was incredibly informative thanks
4. Appreciate the organizer to provide lunch and breakfast. I can park my car without worry is a plus.
5. It should be interactive session, knowing other people joining such sessions can help to build networking. Need enough time to ask questions in the different info sessions industry wise. Thanks
6. It should be interactive session, knowing other people joining such sessions can help to build networking. Need enough time to ask questions in the different info sessions industry wise. Thanks
7. Keep on making these events. Thank you
8. Keep on making these events. Thank you
9. Thank you for planning and organizing this event.
10. Many thanks for coffee and food awesome
11. Thank you so much
12. The venue and food are great. Thank you for this event
13. I feel great here thanks for having me.
14. Thanks for the support means a lot.
15. It is helpful to share the agenda of this conference before and after registration.
16. I didn't know what and how these conferences are going to be useful to me.

17. Thank you very much for holding this great workshop
18. I understand that there are so many programs that help immigrants such as SUCCESS, MOSAIC, etc. but on such occasions people need to get enough time to talk to employers because it is not easy at such a chance
19. Please do these kinds of conferences more often
20. I highly appreciate the efforts this country does for helping immigrants to settle and feel at home
21. Excellent platform to overcome job anxiety. Thank you
22. Great organization! Congratulations
23. Congrats on the event! Overcome my expectations!

## X. References

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