

GUIDELINES

for National Welcoming Standard/Indicators/Framework*

Creators

Communities work best when everyone who lives in them feels welcome and can contribute their full potential in the place they call home. A national standard, set of indicators, or framework can provide a roadmap to guide efforts that ensure communities not only aspire to be welcoming, but live out this value in their policies, practices, and culture. Standards also set a consistent benchmark that can be applied across different localities, allowing for different types of places to measure their progress. Viewed as living documents, strong standards evolve over time, informed by the shifting and varying needs and assets of communities. They are designed by the people and communities they impact.

The impact of this work should ultimately benefit all residents, with a particular focus on those facing barriers participating in social, civic, cultural, and economic life. A welcoming community is one that actively works to lift up all people, expand the circle of belonging, and create a greater sense of “we.” In order to codify this idea of belonging, Welcoming International has identified the following guidelines for standard/framework creators to ensure diverse and inclusive community member engagement, a multi-sector and local approach, and a focus on messaging that connects to shared values.

* We recognize these terms can mean different things; we are using them interchangeably in the document because we believe these guidelines apply to all three types of systems

AT A GLANCE





LOCAL STAKEHOLDER ENGAGEMENT

Welcoming Standards are co-designed through broad stakeholder involvement.

Better standards are developed when people from multiple backgrounds and perspectives are meaningfully engaged in an iterative consultation process. When setting or updating Welcoming Standards, organizations leading standard development create equitable and collaborative processes in which differences are embraced and harnessed to achieve the best results. Standard setters involve a wide range of local stakeholders in the standard setting and updating process representing the diverse perspectives of all community members, whether newcomers or long-time residents, and inclusive of indigenous communities and people who have been traditionally excluded.

Welcoming Standards require communities to engage residents with both migrant and non-migrant backgrounds.

To reshape the boundaries of “us” and “them”, it is important to engage people with both migrant and non-migrant backgrounds in migrant inclusion programs and partnerships. This in turn leads to the creation of inclusive and welcoming communities. Welcoming standards aim to ensure welcoming communities build connections and relationships between long-time residents and newcomers, actively communicate the values that residents share, and nurture and recognize local leaders who are working to create places where everyone belongs.



EQUITY, DIVERSITY, AND INCLUSION

Welcoming Standards are designed to be broadly relevant to different types of communities and for the needs of diverse migrant populations.

Migrants move to diverse types of communities across the globe. Welcoming Standards recognize the importance of engaging all types of communities and are designed to be relevant to localities regardless of budget, political orientation, or migration history. Welcoming Standards also recognize the diversity within migrant communities. They are structured to hold communities accountable to welcoming and supporting diverse migrant populations regardless of race, ethnicity, age, gender, religion, sexual orientation, class, or migration status.

Welcoming Standards require communities to design programs and policies to be equitable and inclusive.

Where, when, and how a person can access services can significantly impact participation and outcomes. Designing programs and partnerships to increase access for people of diverse religions, cultures, races, ethnicities, physical and mental abilities, ages, genders, sexual orientations, and migration status should guide the process of creating a Welcoming Standard. An intentional design process can help ensure that a focus on migrant inclusion leads to greater access for all residents.



COLLABORATION AND PARTNERSHIP

Welcoming Standards collaborate with other relevant standard systems when possible.

Communities benefit from the growing infrastructure of support available to places working to become more welcoming to all. Welcoming Standards recognize that they are part of a larger ecosystem and look for opportunities to collaborate with and support other standard systems.

Welcoming Standards require communities to collaborate across sectors and implement programs in partnership.

Collaboration can leverage new resources and build program capacity. Collaboration across sectors can engage new partners and strengthen community support for migrant inclusion efforts. While the Standard identifies some requirements that must be done in partnership, building in collaboration can strengthen efforts across the board.



LEARNING AND IMPROVEMENT

Welcoming Standards are designed for continuous improvement.

The needs of immigrants and refugees are ever changing, as is the political landscape related to immigration and migrant inclusion. Welcoming Standards are designed to be responsive to this changing landscape by monitoring impact and regularly assessing the relevance of the Standard. The Standards are living documents, and should be updated periodically—as needed, and when possible—to reflect shifts in migration and changes in policy at all levels of government.

Welcoming Standards require communities to continuously improve their work.

Identifying priorities and allowing for course corrections are critical to their impact, especially when limited resources are available. Monitoring and evaluation also help local communities know if they are reaching newcomers and long-time residents through their programs, and help them understand whether they're meeting their stated goals.



INTEGRITY AND CREDIBILITY

Welcoming Standards aim for good practices in standard setting.

Credibility of individual Welcoming Standards is critical to the success of individual programs, and to the success of the larger international movement. To the extent possible and relevant, Welcoming Standards should look to best practices in standard setting and assessment including [those outlined by the ISEAL Alliance](https://www.isealalliance.org/sites/default/files/resource/2017-11/ISEAL_Standard_Setting_Code_v6_Dec.2014.pdf)¹.

1 https://www.isealalliance.org/sites/default/files/resource/2017-11/ISEAL_Standard_Setting_Code_v6_Dec.2014.pdf

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The guidelines draw extensively from ISEAL Alliance's [Code of Good Practice](#)² for Standard Setting and their [Credibility Principles](#)³, as well as from the content, development, and learning of the following standards, indicators, and frameworks:

 [Welcoming Standard](#)⁴ (Welcoming America)

 [Welcoming Cities Standard](#)⁵ (Welcoming Australia)

 [Welcoming Communities Standard](#)⁶ (New Zealand Immigration)

Weltoffen Kommunen (Bertelsmann Foundation & PHINEO)

 [Inclusive Cities Framework](#)⁷ (University of Oxford COMPAS)

2 https://www.isealalliance.org/sites/default/files/resource/2017-11/ISEAL_Standard_Setting_Code_v6_Dec_2014.pdf&sa=D&ust=1580417239295000&usg=AFQjCNGOOoTrVR47GuN20YQHkKrvVRZQA

3 https://www.isealalliance.org/credible-sustainability-standards/iseal-credibility-principles&sa=D&ust=1580417239294000&usg=AFQjCNE7g1sz_GzprUR6haqMCnULGZFHVw

4 [https://www.welcomingamerica.org/sites/default/files/Welcoming Standard %2B Certified Welcoming.pdf](https://www.welcomingamerica.org/sites/default/files/Welcoming%20Standard%20Certified%20Welcoming.pdf)

5 https://welcomingcities.org.au/wp-content/uploads/2019/07/WelcomingCitiesStandard_June2019_web.pdf

6 <https://www.immigration.govt.nz/about-us/what-we-do/welcoming-communities/resources/welcoming-communities-standard.pdf>

7 https://www.compas.ox.ac.uk/wp-content/uploads/Inclusive_cities_framework_FINAL_web.pdf