



# Project Integrate

## Partners

MaRS Discovery District

Ontario Tourism Education Corporation (OTEC)

First Work

**2,000** youth

**\$2.5M** over two years

## Locations

[Alberta](#), [British Columbia](#), [Nova Scotia](#), [Ontario](#)

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## Topics

Inclusive Economy  
Pathways to Jobs  
Tech and Automation

## Related Tags

[career pathways](#),  
[digital platform](#),  
[job matching](#),  
[skills assessment](#), [youth](#)

With rapid and often confusing changes to the labour market, career pathways are becoming less linear and predictable for Canadian youth entering the workforce.

Youth often face challenges understanding emerging opportunities and recognizing transferable experience. Infrastructure is needed to help youth navigate employment paths in more responsive, personalized, and targeted ways.



The Future Skills Centre is investing \$2.5M in a two-year project led by OTEC, MaRS Discovery District, and First Work, which explores the creation

of a single, technology-enabled employment pathway for youth.

This project explores how competency assessment models can be enhanced by technology to support more targeted employment skills training. OTEC's ALiGN assessment and job-matching model is designed to "screen in" candidates in the absence of transferable skills or experience. MaRS' Employment Pathway Platform is a career guidance tool created in partnership with Google to help create career paths in a rapidly changing economy.

This project integrates both technologies from OTEC and MaRS into a single cohesive platform covering two key stages of the employment and skills development process. First, the platform identifies occupations that fit with a youth job seeker's interests and then, secondly, explores the required skills to be successful in those roles. In partnership with First Work, key partners will be included in youth employment services organizations.

This project will engage 2,000 youth in pursuit of the most efficient skills training path to employment and ongoing career navigation in Western, Central, and Atlantic Canada.

## Evaluation Strategy

This project will be evaluated using tools and approaches aligned with its goals, context, and stage of development. The evaluation will focus on generating the right evidence at the right moment to move the intervention forward. [Read more about our evaluation strategy.](#)



The Future Skills Centre acknowledges that the Anishinaabe, Mississaugas and Haudenosaunee share a special relationship to the 'Dish With One Spoon Territory,' where our office is located, bound to share and protect the land. As a pan-Canadian initiative, FSC operates on the traditional territory of many Indigenous nations across Turtle Island, the name given to the North American continent by some Indigenous peoples. We are grateful for the opportunity to work in this territory and commit ourselves to learning about our shared history and doing our part towards reconciliation.