

Casting Call - Appel de Casting



Video project - Inclusion Starts with I

On behalf of the Material Group at National Defence, I would like to invite you to participate in the creation of a video project that exemplifies our commitment to the people-side of business.

We have been working hard to better understand our culture and how to continue creating a more inclusive and equal workplace.

By joining us in this project, you are saying “Yes, I want to be a part of the culture change movement. I want to take care of the people-side of business. I will lift as I lead in the workplace”. Share the message that “everyone” means everyone.

Our organizations are stronger and most effective when we reflect the diversity of the Canadian population we serve. We are looking for participants of all layers (race/ethnicity, religion, age, gender, culture, disability, socio-economic status, sexual orientation, etc.).

Your participation will include holding a sign that details an inclusion message or challenge that we face in the workplace. There will be no requirement to speak in the video.

Refer to the following “Inclusion Starts with I” video ([YouTube Link](#)) to get a better idea of what will be expected from you as a participant in this project.

The day of the video shoot, you will be responsible to get to the filming site (see details below for address). Filming will take approximately 1 hour. It is expected that your manager will grant you the necessary time to participate in this initiative. Social distance measures will be in place. Please remember to wear bright colours that represent your layers, if applicable. We are looking for business casual attire (avoiding any clothing with logos) with our military members wearing their uniforms, if possible.

Here are the important details for the day of filming:

- Location: Lenz Studio, 81 Auriga Drive, Ottawa

- Date: January 14, 2022
- Time: (to be determined during office hours 8am to 5pm for a 1 hour time slot)

If you have not already done so, please fill out this form <https://forms.gle/c2S9rQsuxp2ZZD4r7>. It is imperative we receive the details of your layers (both visible and invisible) and your cell phone number for scheduling.

Thank you for being a transformational change maker for our organization and walking the talk! Together we will lift our organization and its people higher to consciously create an inclusive workplace. We hope you enjoy working on this creative project with us.

If you have any questions please contact the production team:

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