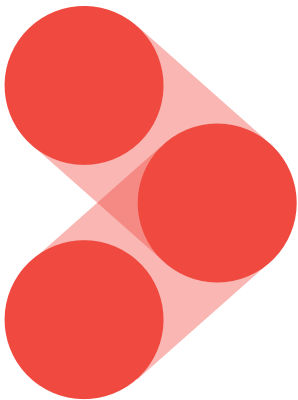
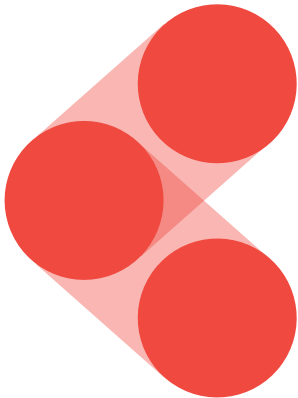


LEARNING FROM OUR FIRST YEAR

THEORY OF CHANGE & METHODS



Proudly supported by:



The Edmonton Shift Lab is based in amiskwaciwâskahikan on Treaty 6 territory, traditional meeting grounds for the Cree, Saulteaux, Blackfoot, Dene, Nakota Sioux, Métis, and Inuit.



edmontonshiftlab.ca/

Proudly supported by:



skillsociety.ca/action-lab
ecfoundation.org

SHIFT LAB

The Edmonton Shift Lab is a social innovation lab convened by the Skills Society Action Lab and the Edmonton Community Foundation, which built on the initial research of EndPovertyEdmonton on poverty and racism in Edmonton. From the outset, a guiding principle of the Edmonton Shift Lab was that the lab was going to generate prototypes of solutions, learn from the journey, share what worked and share what needs to be changed and adapted. This report captures the learning from the first year of the Edmonton Shift Lab.

Addressing racism and discrimination continues to be identified as a critical piece of the puzzle in how we reach the big goal of ending poverty in a generation in Edmonton. Building on the work of many local initiatives, the diverse collective making up the Edmonton Shift Lab is stewarding an exploration to develop potential service, policy, system and community action prototypes that will help reduce racism as it contributes to poverty. We want to be bold and explore how to Shift ideas. Shift attitudes. Shift systems and Shift into new ways of solution finding with community.

“Aboriginal people, immigrants and refugees experience discrimination in workplaces, housing, services and facilities that exclude them from opportunities and put them at risk of poverty.”

EndPovertyEdmonton Strategy 2015



Core team in the early days getting to know each other



Celebrating our launch at the Intercultural Centre with 150 community members



Core team testing prototype themes with industry

OUTLINE OF THE JOURNEY OF THE 4 KEY GROUPS OF THE SHIFT LAB COLLECTIVE

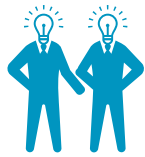
Designed by Melissa Bui

JUNE 2016 AUGUST 2016 DECEMBER 2016 APRIL 2017



ADVISORY

Leaders with hands on levers in key systems



CORE TEAM

Diverse team tackling challenge



STEWARDS

Lab designers, facilitators, adapt process to emergent learning



COMMUNITY CAMPFIRES

Interface with community

Advisory check in System mapping lab Prototype testing with Advisory



Strengthening relationships



David Shepherd - MLA and Giri Puligandla - System mapping



Core team showing their prototypes

SESSION 1 SESSION 2 SESSION 3 SESSION 4 SESSION 5 SESSION 6

GROUNDING DAYS

- Sweat Lodge Ceremony
- Anti-Racism
- Human Centered Design Thinking



System sensing and scoping



System sensing Empathy



Define leverage points



Ideate Prototype



Prototype Test



Test

Developmental evaluation Session 2

Developmental evaluation Session 3

Developmental evaluation Session 4

Developmental evaluation Session 5

Pre Lab research Core and Advisory team convened

Invitation to community to participate

Design Session 1

Design Session 2

Design Session 3

Design Session 4

Design Session 5

Design Session 6

Evaluation reports

Launch at Edmonton Intercultural Center

Cafe session around housing and racism

Testing prototypes with community



150 community members came out



Led by Core team in a cafe



Core team getting feedback

POST LAB

Evaluation, Reports, Prototype development

After the end of the lab sessions, the Stewards and Core team continued with a few streams of work:

1. Led by Mark Cabaj: interviews of lab stakeholders to inform developmental evaluation of the lab process and outcomes

2. Evaluation and feedback on what worked well, less well, and what needs to be different for Shift Lab 2.0

3. Continued prototype development: all three prototypes had enough positive feedback to continue testing, development, and piloting. There is on-going work to incubate the prototypes.

Design Shift Lab 2.0 based on Developmental Evaluation and Feedback

Shift Lab Stewards have begun designing the next phase of the Shift Lab.

As of February 2018, the pre-lab research phase for Shift Lab 2.0 has begun. The Stewards are sifting through feedback and are designing another robust lab process that will go deeper into the complex problem and will yield another portfolio of prototypes that strive for systemic impact to address racism in Edmonton and possibly beyond.

“A social innovation can be a product or new service but it can also be a principle, an idea, a piece of legislation, a social movement, an intervention, or some combination of them.”

**Stanford Social
Innovation Review (SSIR)**

EDMONTON SHIFT LAB THEORY OF CHANGE & METHODS

What is Social Innovation?

In essence, social innovation is about uncovering promising solutions to complex problems. Once solutions have been thoroughly tested, a solution becomes a true social innovation when it spreads and scales to a systemic level. Complex problems are characterized by a low level of agreement on what the problem is and what might be the best way to address it. Complex challenges are messy, conflicting, changing, and full of uncertainty. Social innovation approaches strive to tackle problems at their root, not chase novelty, pay attention to what might already be working, and be open to experimenting with new pathways and possibilities. As Canadian social innovator Al Etmanski has said, “Innovation is a mixture of the old and the new with a dash of surprise.”

What are Social Innovation Labs?

If social innovation is the theory, social innovation labs are the practice. They explore new ways of making progress on a complex challenge. Social innovation labs strive to create experimental spaces, to see whole systems, and to generate new insights. The central principle is that solutions are not known at the outset of the process and through engaging multiple stakeholders in the complex problem, better interventions can emerge that have potential for deeper systemic impact.



New forms of public engagement at the launch of Shift Lab



Matt Ward system sensing in the early days of Shift Lab

Want to learn more about social innovation?

Check out the Social Innovation Generation (SIG) Knowledge Hub which has resources on everything social innovation including labs, corporate social innovation, scaling, impact investing and more.

Read more here:
<http://sigknowledgehub.com>.

EVOLVING LAB METHODS

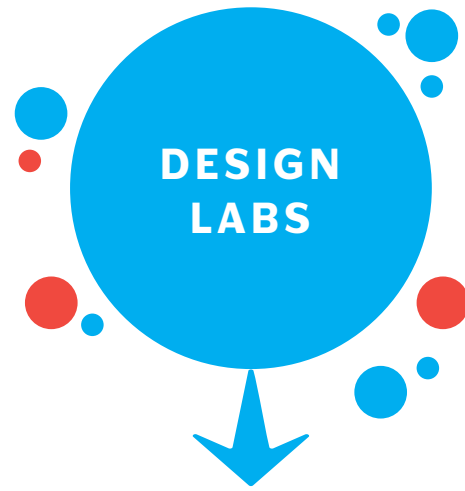
There is no one way to design and lead a social innovation lab. Lab design and methodologies always need to be custom-tailored to the context of the lab. Although many different lab process approaches are possible, there are three that are typically used: design labs, social innovation labs, and social labs. Due to time constraints and the action-oriented nature of the Edmonton Shift Lab, the first iteration of the Shift Lab was mainly a social innovation lab, leaning towards design methodologies as there was a desire for practical prototypes in a short time frame.

Want to learn more about Social Innovation Lab Process Stewardship?

Check out Think Jar Collective's field guide at: thinkjarcollective.com/tools/social-innovation-lab-field-guide/



Leans towards user lens
(Often smaller teams)



FOCUS ON:

Improving systems by addressing practical issues through research, co-design, prototyping

Finding out what might work for people by really checking with people

Bottom up approaches

Can be short sighted if only applying Design Thinking

USE WHEN:

You have a somewhat narrow and clear challenge scope

When you have less time for your lab

When you want to prototype a service or program



Attempts balance



FOCUS ON:

Assisting lab participants to better understand and work with the dynamics at play in complex problem domains

Often a mix of systems thinking and design thinking

Bias towards action and prototyping solutions

Might lean a little more towards design approaches

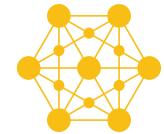
USE WHEN:

You have a bit more time to explore

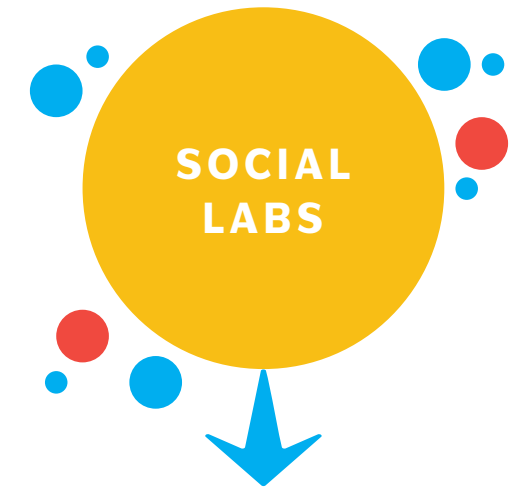
When you have a complex challenge but a somewhat defined scope

You have systems challenges

When you want to probe a system through a prototype and not just talk



Leans towards systems lens
(Often big groups)



FOCUS ON:

The role of people in shaping systems, with intensive personal transformation as the major pathway to change

A lot of group dynamics work

Questions lead to more questions

Can be tricky to move to action if groups get stuck in existential systems thinking funk

USE WHEN:

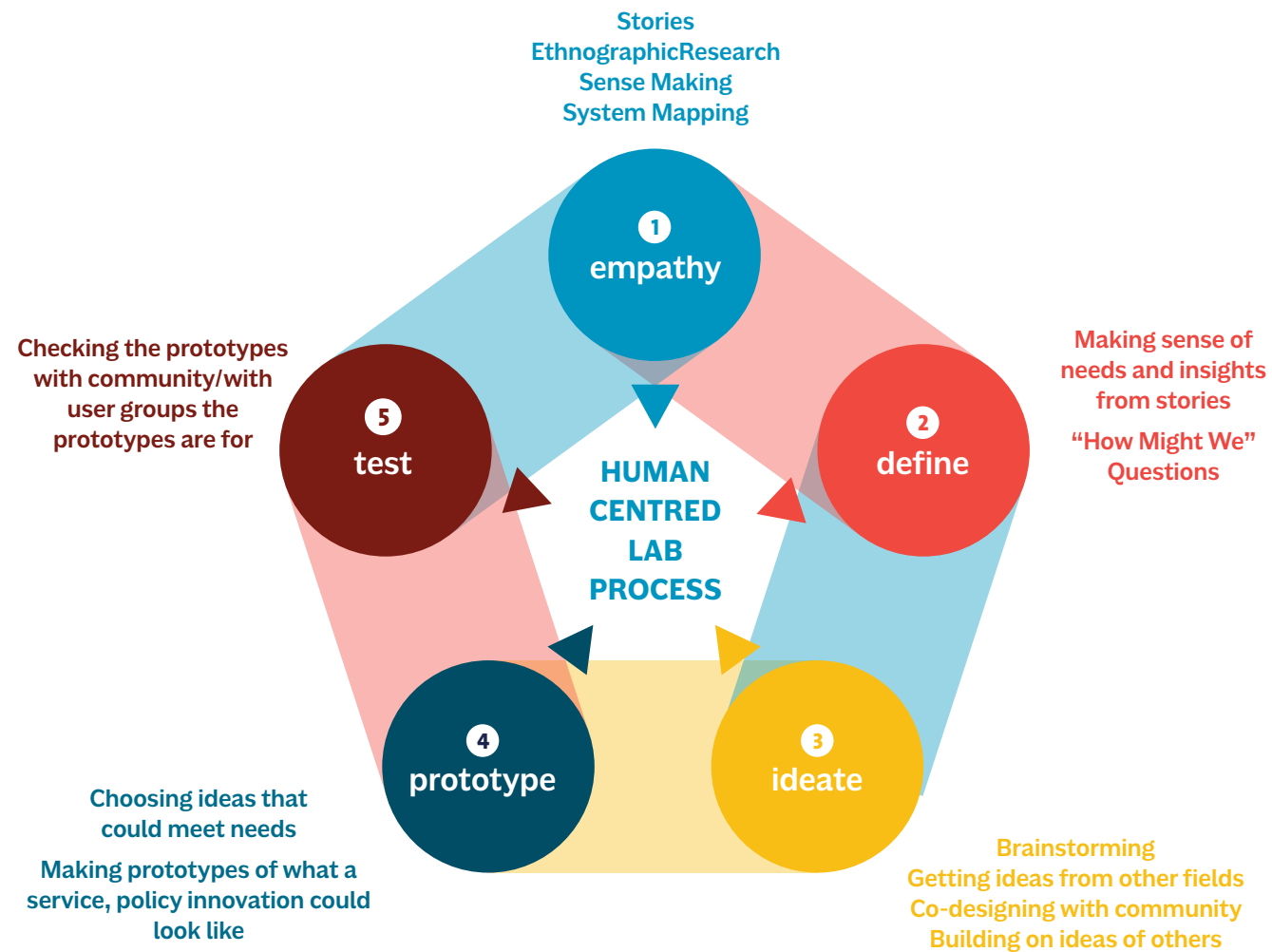
You have a lot of time, high tolerance for ambiguity, and don't need to necessarily land on tangible prototypes of solutions

A shift in people's perspective is what the lab is looking for

HUMAN-CENTERED DESIGN

In particular, the Shift Lab used a methodology known as “human-centered design” over the course of the lab. Human-centered design is a disciplined creative process that begins with empathy to dig deeper into the core needs and motivations of the people and systems connected with a complex challenge. Once insights have been generated from people with the context experience of a challenge,

there is a process of facilitated ideation which leads to the development of prototypes of solutions. Finally, these prototypes are tested on the ground to see if they truly meet the needs of people. As evidence emerges of what prototyped solutions are working, those solutions can be scaled and spread to create systemic change.



Why apply a social innovation lab approach in addressing racism and poverty?

Efforts to address the complex intersection of racism and poverty are not new: individuals, organizations, and communities have been fighting for progress in this area for a long time. In Edmonton, this effort frequently draws from a human rights framework to inform grassroots movements and media campaigns which influence societal attitudes, systems, and policies with different orders of government. Current anti-racism projects, including the Shift Lab, would not be possible without the decades of groundwork these interventions have laid. Such interventions need to continue to be supported as part of a collective approach to eliminating racism and poverty. The Shift Lab wanted to contribute to this ecosystem of interventions by experimenting with a methodology that diverges slightly from traditional activist-informed approaches. Multiple kinds of interventions in multiple locations are necessary in order to address complex challenges and we hope social innovation lab approaches such as the Shift Lab will complement existing approaches and become a key piece in eliminating racism and poverty.



Core team generates insights from ethnographic research

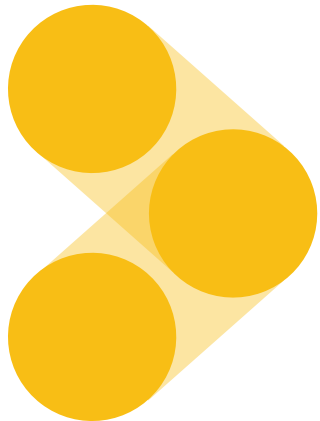
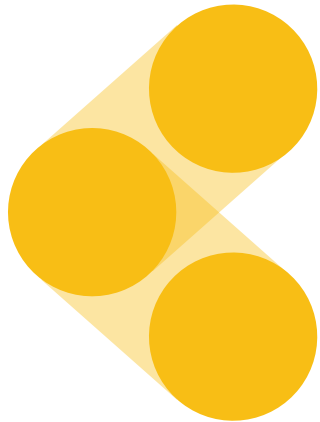
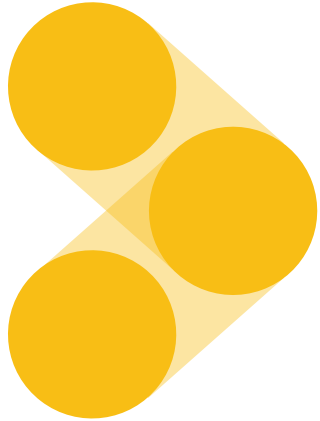


Red Team sharing key features of their prototype

GUIDING PRINCIPLES UNDERLYING THE SHIFT LAB 1.0 JOURNEY

Guiding principles are not rules to adhere to but rather reminders to help guide a process. The initial four guiding principles of the Shift Lab were established by the Shift Lab Stewards to help convey the approach of the Lab when explaining and engaging the various stakeholders.

Once the Lab was underway, the Core team added the following guiding principles:



Share air time, make space for all voices

Recognize trauma can be triggered

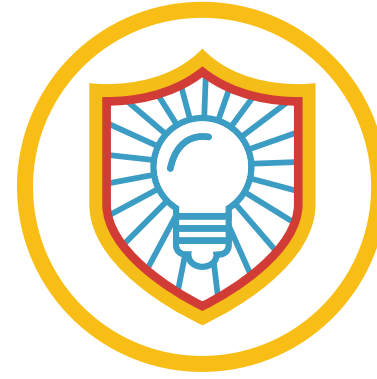
Own your shit!

Embrace what challenges us

Innovaction = Innovation and Action!

Hold ideas lightly

Keep information confidential



We foster a safe experimental space

This work is complex and often messy. In the Edmonton Shift Lab we choose to create a fun, open, and inclusive environment where we strive to be aware of our biases and bold with our ideas. We believe the opportunity to come together in a space that values making mistakes along the way builds trust and infuses learning, laughter, friendship and community building into the process.



We create solutions with community

Working in complexity is tricky. We believe the wisdom generated from the coming together of a diverse collective helps us get to more thoughtful solutions. Together, we build opportunities to learn from others, co-design with community, and test our solutions with people to ensure that they actually work.



We embrace new ways of thinking and acting

To get to better solutions we need new patterns of thinking and acting. Through human-centered design thinking and processes to explore root causes of a complex issue we are opening up new ways of collaborative solution finding. Our exploration integrates creative problem solving practices with rigorous methodologies to help us carve new ways forward while navigating complexity.



We focus on impact

Getting to solutions that work for the people we serve is at the core of the Shift Lab. By working with people, using a creative process, and testing what we come up with, we believe we can discover some potential solutions to the messy, complex, and tricky problem of racism and its intersection with poverty.

SNAPSHOT OF THE SHIFT LAB 1.0 JOURNEY

Key activities

The first year of the Edmonton Shift Lab was broken into three distinct phases:



PRE LAB



LAB EXPLORATION



POST LAB

PHASE I

PRE LAB



Four Key Groups of the Shift Lab Collective

There were four key groups who had different roles and responsibilities in the Shift Lab; these teams were recruited at the outset of the project. The Stewards designed and facilitated the entire process. The Core lab team underwent the lab process and were responsible for developing prototypes. The Lab Advisory team were community champions who could help with access and insights in key systems, perspectives on testing prototypes and help in how to navigate complex systems. The Community Voice Collective were community members who could provide feedback on prototypes.

Read bios and learn more about who the collective was on our website:

edmontonshiftlab.ca/the-collective/



Lab Advisory

A diverse group of leaders who have lived experience with the challenges we are addressing, are champions for creative processes that spark critical change, and/or are leaders within key systems that can influence change.

This group will support the lab by providing input when critical questions arise in the lab process and act as key levers supporting the public presence of the Shift Lab.



Community Voice

An ever growing collective of organizations and people that are interested in or already working on addressing racism and poverty in Edmonton.

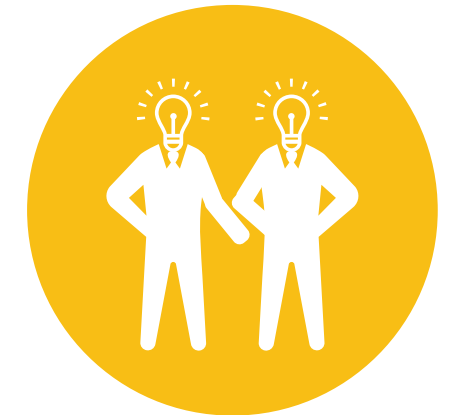
This group will act as a bridge connecting community experiences to the lab process. This will support sensemaking around racism, poverty, and systems and provide a link to people to co-design solutions with community.



Lab Stewardship

A group of 5 people that represent diverse ethnocultural community perspectives and have knowledge and know-how around the coordination of human-centered design thinking and change labs.

This group will steward the design of the lab, research and gather data to ensure the lab is rooted in sound principles, coordinate and organize the logistics of the lab, and help co-facilitate lab sessions.



Core lab team

A diverse group of people with backgrounds in human rights activism, design thinking, systems thinking, anthropology, service innovation, community building and human services.

This team will undertake on the ground research with community to first explore assumptions, ideas, and realities around racism and poverty in Edmonton and then co-design and test solutions with people.



PHASE 2

LAB EXPLORATION

The Lab Exploration phase lasted for 6 months and contained a number of different elements:

Grounding days

At the beginning of the Lab Exploration the Stewardship and Core teams underwent three full-day grounding sessions. The Center for Race and Culture helped the teams get grounded in Canada's history of racism, privilege, and anti-racism approaches. The teams were also invited by Lab Steward Jodi Calahoo-Stonehouse to participate in an Indigenous sweat lodge ceremony to help ground the lab in Indigenous ways of embracing community challenges and coming together as a collective. The final grounding session covered the basics of human-centered design.

Six half day workshops

After the grounding days, there were six facilitated workshops based on the different phases of a human centered design process. Through the six sessions, the Stewardship team facilitated the workshops and adapted the design of each workshop based on emergent feedback and needs of the Core team. In each session a Core team member would volunteer to be a "participant observer" to observe how well everyone embodied the guiding principles of the Lab. At the end of each workshop, the participant observer took time to surface any tensions they noticed and made suggestions about what to keep in mind for subsequent workshops.

An important aspect of any social innovation process is to have a specific scope or problem area in mind. Although the Shift Lab was intended to investigate racism and poverty, the Stewards heard in the Pre-Lab phase that they should not choose a specific scope within racism but rather uncover the scope with the Core Lab team. The first workshop was dedicated to narrowing down this scope; the Core team eventually settled on barriers to housing and belonging in community for racialized people living in poverty.

Community Campfires

During the course of the Lab Exploration phase, the Shift Lab also hosted three Community Campfires. These events were mostly designed by the Core team and offered in accessible community settings such as coffee shops and community hubs. Although there wasn't any actual fire involved, the Campfires allowed the teams to connect with Edmonton community members to share insights and solicit feedback and ideas on prototypes. This feedback was instrumental in the development and evolution of the prototypes.

PROTOTYPES THAT EMERGED FROM THE LAB JOURNEY

The Core Lab team divided themselves into three prototype teams, each with a different focus on how to approach racism in housing. These teams became known as Yellow team, Blue team and Red team, affectionately named after the different colours of sticky notes that were an instrumental part of the Lab process.



YELLOW TEAM

The Yellow team created the Journey to YIMBY prototype. They proposed gathering lessons from successful and unsuccessful affordable housing projects in Edmonton to create a comprehensive guide for nonprofits, particularly those which want to develop and sustain affordable housing projects for racialized people throughout the city. The guide is meant to demonstrate how to create ideal conditions for an affordable housing project from before the plans are drawn to years after the project is complete. The team prototyped how to use data, empathy building, and transparency as tools for success. In the Post-Lab phase, the Yellow team has been working with a non-profit to hand off the prototype for further testing and piloting.



YELLOW TEAM



Matthew Ward



Fren Mah



David Rauch



Pieter de Vos

RESEARCH QUESTION

How might we... design an inclusive community that embraces affordable housing?



PROTOTYPE:

JOURNEY TO YIMBY

Who is this for?

This guide is for nonprofits who want to develop successful affordable housing for racialized people throughout the city of Edmonton. It would be a tool for organizations to consider the important aspects of developing affordable housing projects, with special consideration for addressing racism and stigma associated with some of these housing projects.

Why this group?

Nonprofits are one of a small handful of players responsible for developing and managing affordable housing in Edmonton. Based on the fact that over 4,500 families in Edmonton were on the affordable housing wait-list as of 2016, commercial developers are clearly not providing enough affordable housing. The Municipal Governing Act of Alberta does not allow cities to mandate the construction of affordable housing like in other provinces or countries. Nonprofits are often put in the position of managing community expectations of these projects and the expectations of federal, provincial, municipal, and private funders.

How to do it?

The guide will walk nonprofits through each step of the process of establishing a successful affordable housing project, from different lenses to use when determining a site to how to ensure your tenants feel connected to their community. Distribution and impact: The City has said that they would consider sharing the guide with prospective nonprofits looking to provide affordable housing in Edmonton. Various nonprofits already providing affordable housing have expressed interest in sharing the guide as well. The guide could also have a web presence which would allow sections of it to be used nationally or internationally. This project should be framed as a living document and should include the changing experiences of nonprofits across the city in their initiatives and approaches.

What next?

The framework and foundation for the guide has already been determined based on our ethnographic research and literature reviews, however, the guide would need to be further validated with potential users to ensure it would satisfy their needs. Then, the guide's content would need to be fleshed out and written. Nonprofits and others would need to

be engaged to continue to gather additional best practices. The results would need to be laid out and designed for both a physical document and a website mirroring the content. A press release and media event would be needed to promote awareness of this resource, and various partners would need to be engaged to ensure they share the materials with those who need them. The guide would need to be updated at least every couple of years to ensure the data is reasonably up to date.

Consider this?

This guide could be used by many different stakeholders. Citizen advocates can use the maps to identify mismatches between communities with people in need and the amount of affordable housing. Citizens could also reference the engagement best practices if a developer is proposing or managing a development and not following best practice.

This guide could leverage components of other Shift Lab projects including encouraging nonprofits to get certified in embracing diversity or ensuring the mobile tenants' rights bus makes regular stops at the affordable housing facilities under their management.

KEY ELEMENTS



Choosing where to build
A series of maps and statistics will help nonprofits find where affordable housing already exists in each neighborhood.



Tell the story of your neighbours
This part of the guide will humanize those using affordable housing by collecting stories of people in Edmonton who use or need affordable housing.

Buying in!

Based on our ethnographic research and reviewing Edmonton-based case studies, there are best practices which include a commitment to transparency, engaging the community before development permits or building designs are complete, and finding community partners.



Journey to
YIMBY



Project sustainability
We propose guidelines to ensure affordable housing projects are supported for the future by the community and provide adequate professional supports which are culturally sensitive.

Community integration

This section collects best practices in Edmonton on how to build connections between affordable housing projects and their community that is diverse and inclusive.

BLUE TEAM

The Blue team created the Mobile Legal Aid prototype. They proposed creating a mobile team with resources to help racialized persons who were facing struggles navigating landlord/tenant relationships due to prejudice. The mobile team would set up in the parking lot of a housing complex, in a neighborhood with rental units, or at

a community location such as a YMCA, community league, library, or school to offer their support and services. In the Post-Lab phase, a member of the Blue team has looked into stewarding a feasibility study in their organization to see what it would take to pilot this prototype.

RESEARCH QUESTION

How might we... create a targeted program that meets the needs of racialized tenants in their relationships with non-racialized landlords?

PROTOTYPE:

MOBILE HOUSING RESOURCES

Who is it for?

We propose to consolidate resources and create a one-stop pop up shop of service provider contacts and referrals, which will remove these barriers through mobile service delivery. This model allows us to rotate in staff from various agencies to meet specific needs, all under one model of mobile service delivery. It also enables us to deliver 'legal triage' — someone with a degree of legal knowledge (like a law student) can sit down with a client for 10 minutes and point people to the right process, or suggest the need

for further legal advice, etc. Our current prototype is staged, with Stage One delivering information and resources, some degree of legal advice/assistance, and service navigation/-connection. Stage Two of our prototype would expand the services available through the van to include services like direct referrals, assistance with producing video/photo evidence, and higher capacities for legal advice (whether through on-board service provision or a video link).

BLUE TEAM



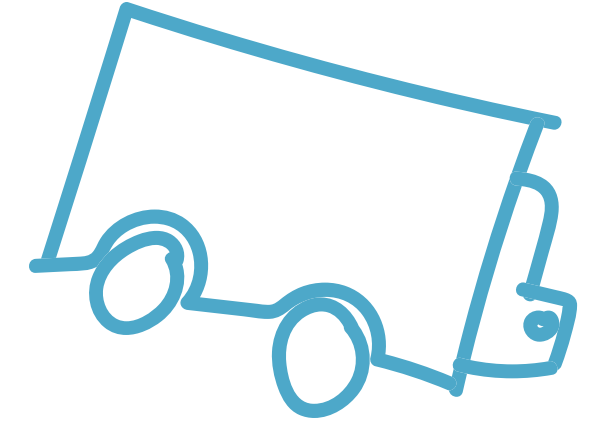
Brandon Wint



Vanessa de Koninck



Vivian Kwan



Why this group?

We learned that racialized individuals are more likely to face issues with their landlords, due to factors such as prejudice and bias, cultural practices, and family structure. Different communities of colour have different specific needs, but we learned that many experiences are broadly shared across communities, and that lack of knowledge and lack of access to resources and services are common barriers to tenant empowerment.

How to do it?

We propose to consolidate resources and create a one-stop pop up shop of service provider contacts and referrals, which will remove these barriers through mobile service delivery. This model allows us to rotate in staff from various agencies to meet specific needs, all under one model of mobile service delivery. It also enables us to deliver 'legal triage' — someone with a degree of legal knowledge (like a law student) can sit down with a client for 10 minutes and point people to the right process, or suggest the need for further legal advice, etc. Our current prototype is staged, with Stage One delivering information and resources, some degree of legal advice/assistance, and service navigation/connection.

What next?

The next step is to identify which organizations would be included, and in what roles, and to design the stakeholder and funder support model. Rollout of the van service would also require an evaluation plan, to test some of the van's capacity to effectively deliver connection to services and

resources. Some questions to test include the effect of landlord response to the van on individual attendance, any negative consequences for tenants after the van attends (which we could test with a follow up survey or similar with those who attend), and whether the van is reaching its intended audience (which we could test by setting clear targets for demographics of who is served through the van and verify if these are being reached through data logging).

Consider this?

- How to counter unintended effects like stigma
- How to build stakeholder support like trust and confidence in anonymity
- Where to find funding, staffing
- How to keep staff inside van safe
- What kind of data/info to track, and how to use that to understand gap, push for change, etc
- Where can the van operate (private property concerns, safety concerns)
- Which organizations would be included, in what roles?
- Who owns this (the van, the insurance, etc)?
- How will our daily/weekly route map look?
- How will we balance scheduling needs with community needs, etc?



Blue team in action

USING THIS PROTOTYPE



Identify need

Staff consult with community organizations and community connectors to get ideas about where the van should go.



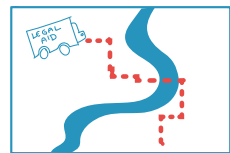
Provide services and resources

In addition to the direct provision of services and resources to those who attend the van because they are facing a problem with their landlord, it will also be valuable to provide educational and informative seminars on the importance of establishing inclusive communities.



Happy tenant, happy town

We also need to create and value landlord buy-in. We will do this through outreach and education for ALA and CLA; carrying resources on board that explain landlord responsibilities; providing advice/clarification to landlords about their situations and liaising through service providers with landlords who will welcome the van for engagement opportunities.



Create route

Staff cross-validate these addresses with geo-based data about problem properties, areas of least affordability, vulnerable neighborhoods, etc to create prioritized service delivery routes. This information can be fed into an app.



Set up shop

The van parks and sets up an outdoor area and the inside space. This could be in the parking lot of a housing complex, in a neighborhood with rental units, community organization, community league, library, or school.

RED TEAM

The Red team created the Landlord Diversity Certificate Program prototype. Their prototype aimed to improve awareness and knowledge about anti-racism practices and provide tools and skills to help address racism by way of a training program for large-scale building management companies and landlords who work with diverse tenants. The prototype of the training consists of four phases: the initial training program; working with a consultant to integrate anti-racism practices into building policies;

a celebration of the completion of certification; and ongoing follow-up and evaluation of the rental property. Successful landlords would receive visual marketing in the form of “Diversity Approved” branding (stickers/decals), as well as promotion through a website that potential renters could access. In the Post-Lab phase, the Red team has decided to further develop the prototype themselves and move towards a pilot in the new year.

RESEARCH QUESTION

How might we... create a tool that identifies racial prejudice in accessing housing?



Red team in action

PROTOTYPE:

LANDLORD DIVERSITY CERTIFICATE PROGRAM

Who is it for?

This tool is designed specifically for Edmonton landlords and building management companies. Generally, our prototype is for larger-scale landlords who own multi-unit or apartment-style buildings, or multiple properties. This prototype may be adapted in the future to respond to the needs of landlords and tenants in small-scale, private home rental suites.

Why this group?

We were intentional about trying to address roots of racism - that is, creating a prototype that moved the onus/responsibility off of racialized people themselves, and onto those who may be complicit in reenacting discrimination and racism. Our prototype helps to address the issue of housing at the intersections of racism and poverty because it provides tangible avenues for change, both for racialized people and for landlords who rent to racialized people. Our prototype is empowering for both groups.

How to do it?

We want to create a movement that acknowledges the necessity of safe and secure housing that is simultaneously anti-racist and promotes diversity. Companies and businesses can get on board with the 'Diversity Certified' stamp of approval as a way to promote their business, show they are one of the 'good guys' and get greater publicity and exposure. Landlords and building managers are enticed by the increase in demand by people looking for safe, secure housing, as well as a more community-minded, safer neighborhood that respects and supports diversity.

What next?

We need to find partners to help with development and design of the program, making sure this has a distinctly Edmonton flavor and context. We will partner with anti-racism subject matter experts to help develop content, and use the stories of racialized people who have experienced barriers to housing. We will also look for partners to endorse the program, like City of Edmonton, Edmonton Police Service, Capital Region Housing, housing agencies, and building management companies.

Consider this?

We need to consider the best way to increase buy-in and find the early adopters, creating a bit of social pressure and social responsibility for others to follow suit. We want to connect with partners who can help us develop an incentive structure, like tax breaks or funding for maintenance and operations. We also need to consider the recertification process in more detail. In the future, we might consider how we create a more global movement, expand the project, and partner with other cities to brand the Diversity Certification.

RED TEAM



Sheida Azimi



Soni Dasmohapatra



Noelle Jaipaul

USING THIS PROTOTYPE

Hear about the program

Are you a landlord or building management company? Are you looking for innovative ways to find and maintain tenants who contribute positively to building trust, community, and safety? Are you looking to foster a safe and stable rental community that respects the diversity of Edmontonians? Are you a tenant? Are you looking for a long-term place to call home and build community with neighbors?

Training

Participants will walk away with key skills and tools to fight racism including: an Edmonton-based film on discrimination in housing, an extensive curriculum by subject-matter experts, and strategies for developing and maintaining a successful diversity plan. The film will show the daily experiences of being racially discriminated against when trying to access housing. We want to make sure that our ethnographic research, including the voices of those who are affected, is heard. Not only do we want to hear these stories, we want others to know they are not alone in their experiences and that there is a way to assert your rights to safe, secure housing.



Create policies and procedures

Consultants will provide support to participants to create policies and procedures, catered to their unique needs and that promote diversity and community in their building. Participants will also be provided with strategies to enact their policy and keep it front and centre.

Public event graduation

Participants officially receive their Diversity Certification, complete with the certificate and branding to proudly mark their building. The milestone is marked by a celebration, bringing together tenants, community members, and prospective renters.

Sustainability check-up

Participants will look at how they continue to celebrate diversity over the long-term, with a recertification workshop every three years, as well as ongoing opportunities to evaluate and improve their commitment to anti-racism, poverty reduction, and diversity.



PHASE 3

POST-LAB



The report you hold in your hands in the results of the effort from the Post-Lab phase. The Shift Lab Stewardship team is currently planning what's known as Shift Lab 2.0, with plans to continue to support the above prototypes and run another lab process to go deeper into the problem area of racism.

Want to be involved?

There are a number of ways to support and be involved with the Edmonton Shift Lab.

- Do you want to be a champion or host of one of our current or future prototypes?
- Are you a funder interested in exploring how to scale either the Shift Lab process or one of the prototypes?
- Do you work for an organization who is interested in connecting with us for some ethnographic research?
- Interested in participating as a Core team member?

If you answered "yes!" to any of these questions, get in touch:
info@edmontonshiftlab.ca

To keep an eye on what we're doing, check us out online (www.edmontonshiftlab.ca) or on Twitter (@YEGShiftLab).



Advisory feedback to Core team on prototypes



Center for Race and Culture grounding day with Stewards and Core team



**MAKING
SHIFT
HAPPEN.**