

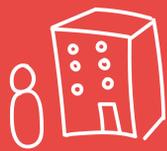
Landlord Diversity Certificate Program



Our prototype is designed to address discrimination that racialized people face when trying to access housing. It is targeted towards landlords in order to provide the skills and tools necessary to reduce discrimination and racism in the rental process. Our prototype gives landlords the opportunity to be reflective in practice, develop empathy and examine their unconscious bias.



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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.

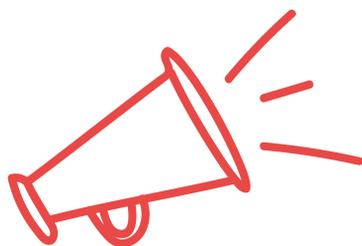


CONSIDER this?

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.

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? Do you want a landlord who understands the diversity of the community, and who creates a living space that celebrates diversity?

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. The film will discuss our Shift lab group process in order to contextualize the experiences of racism, poverty, and accessing housing as it happens to people in Edmonton. This film will also be used as part of the training in our second prototype.

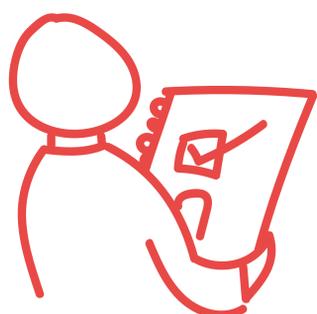


Create Policies and Procedures

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.

