

2018

## Integration of multiple approaches into the social lab practice: A case study from a social and public innovation lab in new Brunswick, Canada

Muirhead, Lewis, Mosse, Rosamund, Hachey, Amanda and Scott, Nick

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# NouLAB



## Economic Immigration Lab

The integration of multiple approaches into the Social Lab practice

WHYNOT

# Agenda

Introduction

The Economic Immigration Lab

Disruptive Potential

NouLAB's Structure

Using Participatory Practices

Design Thinking



Amanda Hachey



Nick Scott



Lewis Muirhead



Rose Mosse

How (and where) do you typically intervene in the systems you are a part of?

“We have experienced what it's like to release any assumption that one person has all the skills needed to lead and support the work.”

Adrienne Maree Brown,

Emergent Strategy: Shaping Change, Changing Worlds



# Economic Immigration Lab



# Prototypes



**"Connections were made between businesses and the immigration sector that didn't exist before. A new understanding of how we can better work together was born."**

**"We are too often rushed to identify solutions quickly to issues. This process allowed us to take more time and collaborate and fully explore a very concise issue and identify and create a solution for that issue"**

**"Knowing there was no fixed solution, the greatest value was working alongside people from different backgrounds and professions on a challenge that allowed us to be creative, innovative and fearless."**

**"If we don't create environments that are welcoming for those who choose to move to NB, it will be very hard to keep them here. And that welcoming begins with a message of acceptance and highlighting the aspects of the local culture that immigrants are arriving to that should also be appreciated (oftentimes, because they are things that we left our countries to come and enjoy here, such as the value of one's profession, the respect of human rights, the rule of law, and equal opportunities for everyone)."**

# Disruptive Potential

## NouLAB's Structure

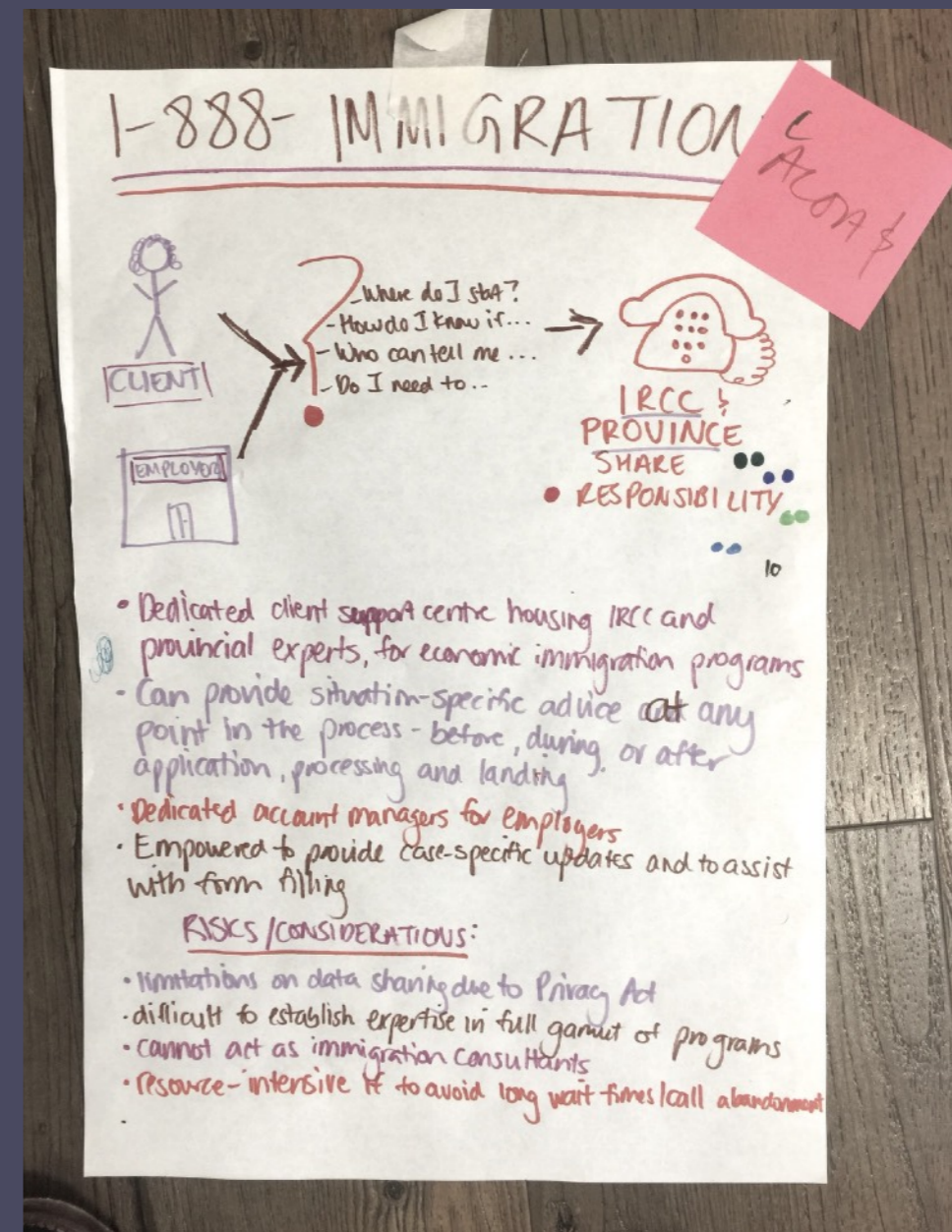
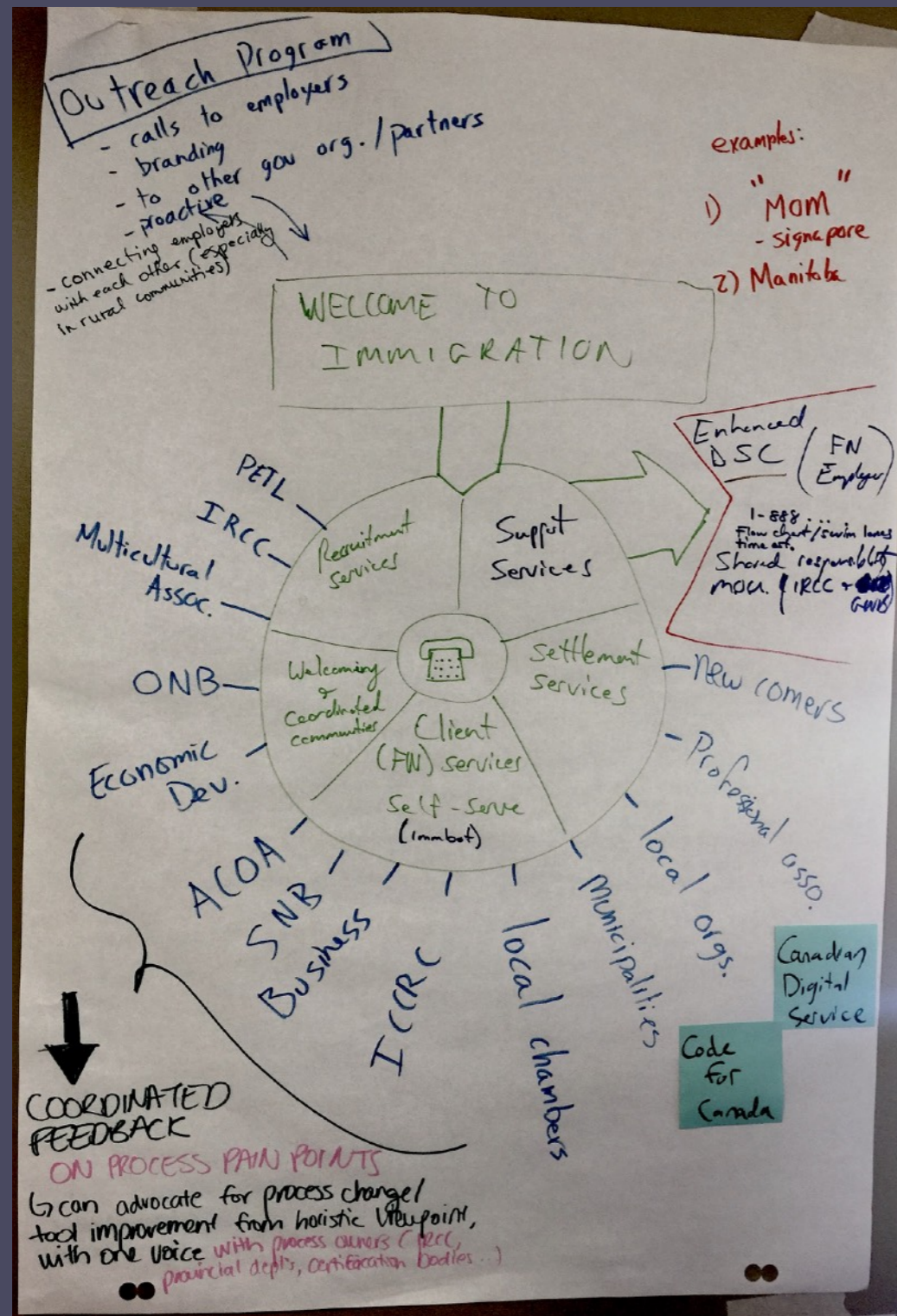


Working outside of government allows NouLAB to take a critical stance and attempt to improve processes with novel approaches.

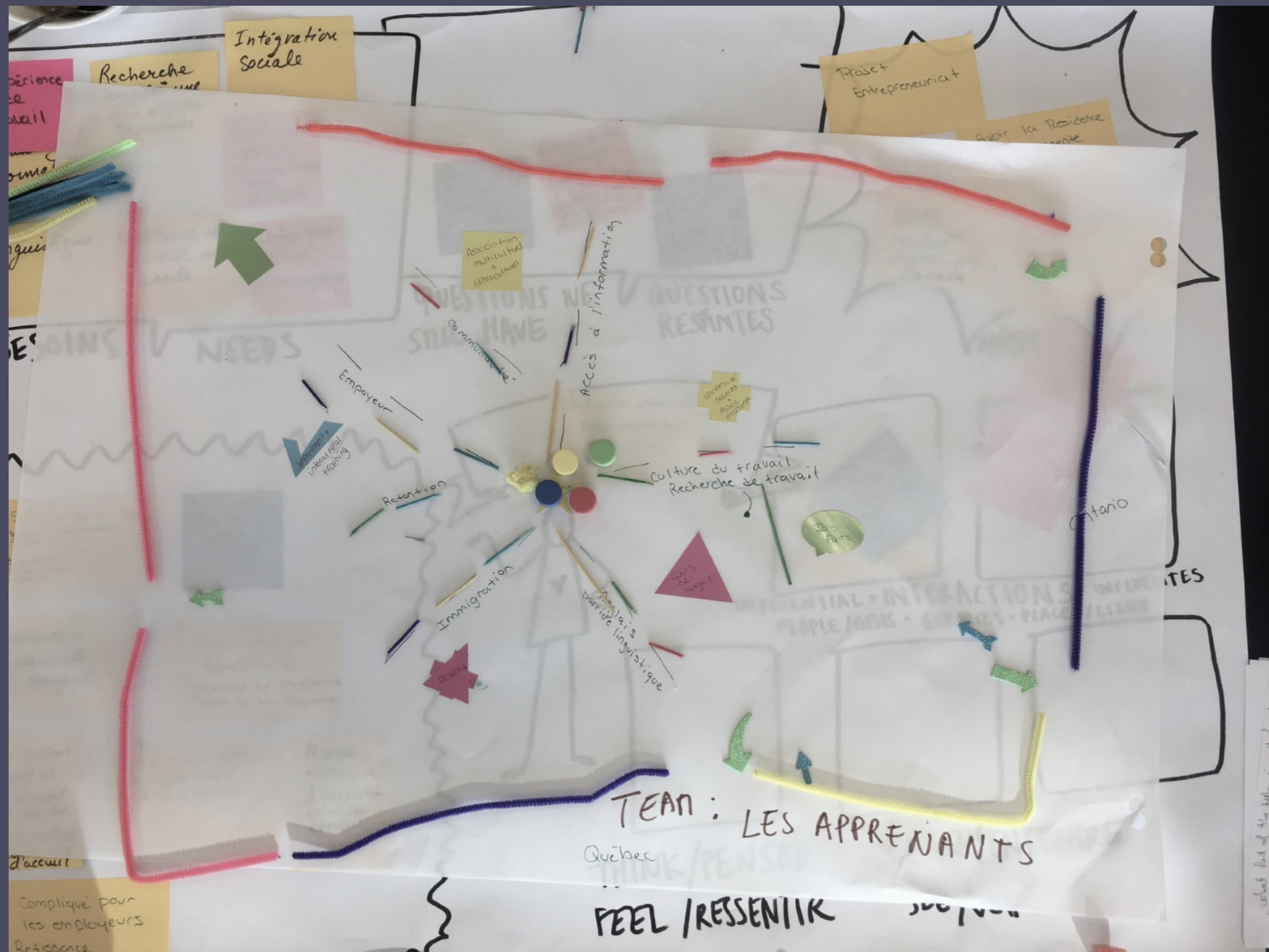




Collective insight from across sectors



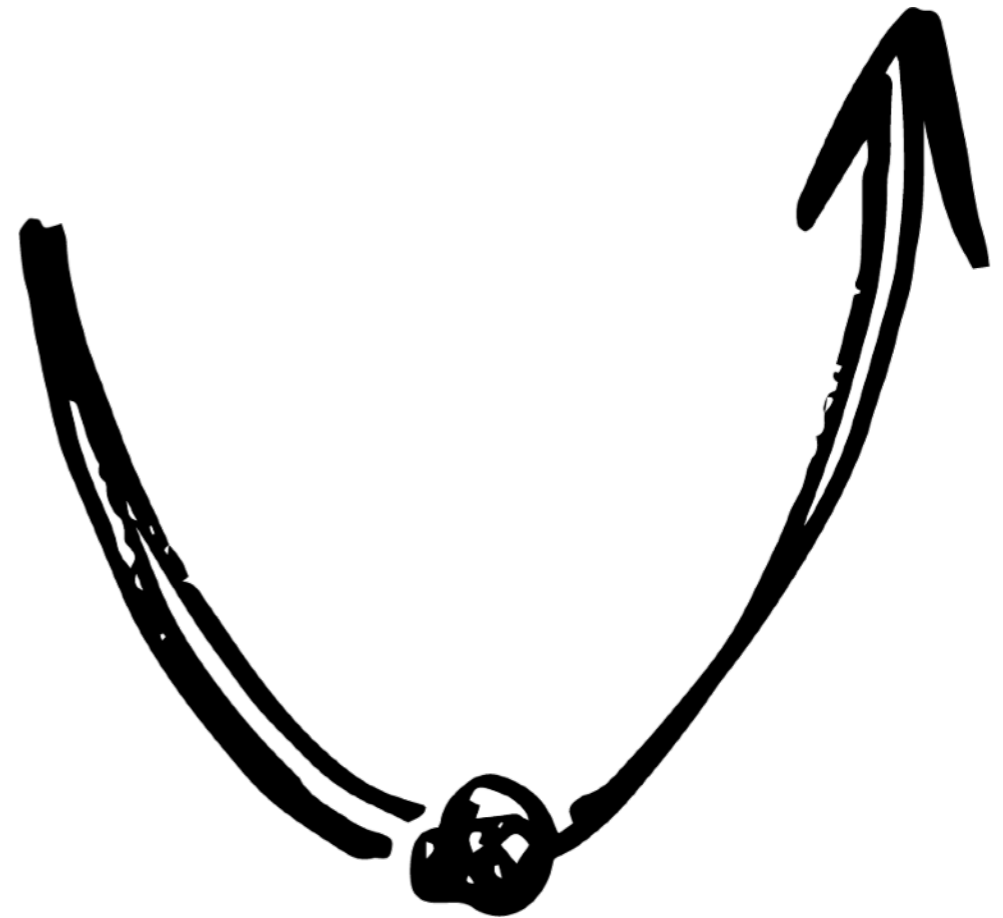
Iterations



3D modelling as systems mapping

# Disruptive Potential

## Participatory Practices

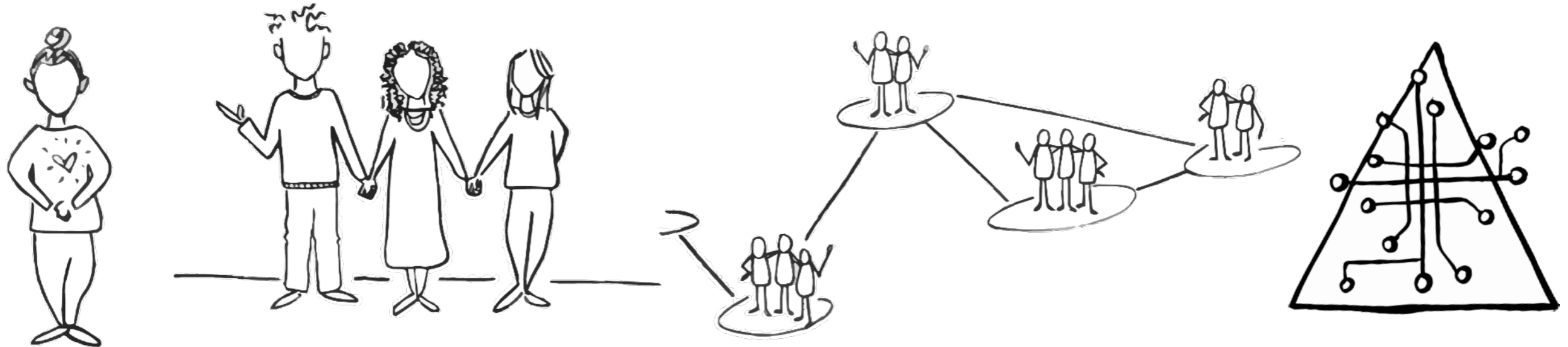


The Art of Hosting  
Design Thinking

Systems Thinking  
Theory U

# Disruptive Potential

## Participatory Practices



Systems change happens at the level of relationships – with the Self and with others. Networks of changed relationships within a system will eventually create a tipping point for systems change.



"The quality of results achieved by any system is a function of the quality of awareness that people in these systems operate from. In three words: Form follows consciousness."

Otto Scharmer, Senior Lecturer at MIT and co-founder of the Presencing Institute.



*The*  
*A Natural*

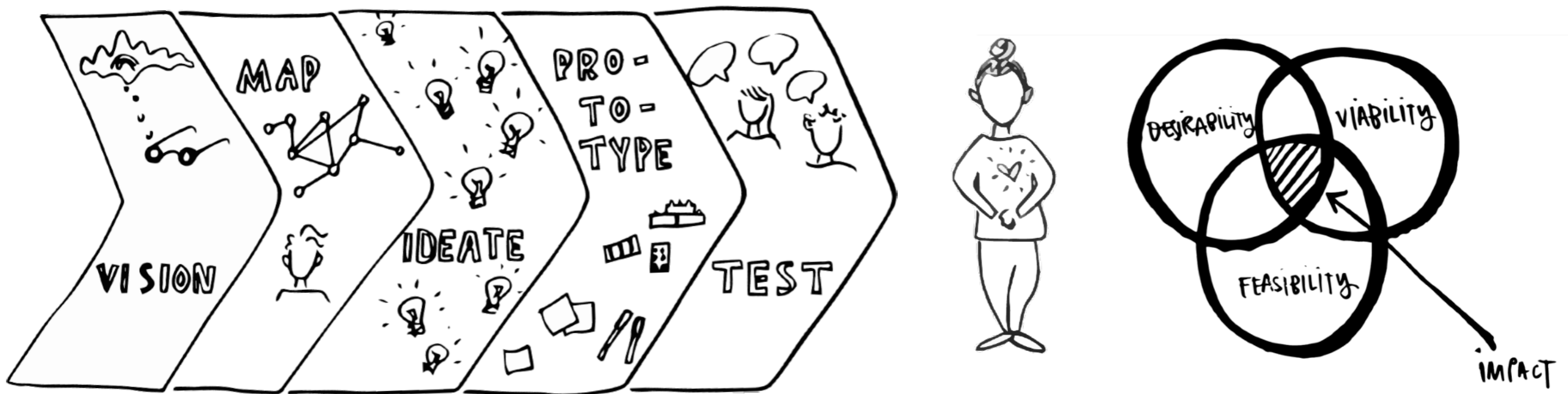
SINCE THE TIME OF THE EARLIEST  
HUMAN SETTLEMENTS, THE  
POTENTIAL OF THE NATURAL  
WORLD HAS BEEN A SOURCE OF  
INSPIRATION AND ACHIEVEMENT.  
THE 20TH CENTURY HAS SEEN THE  
GROWTH OF THE NATURAL WORLD  
AS A MAJOR FORCE IN THE  
ECONOMY AND AS A SOURCE OF  
INSPIRATION AND ACHIEVEMENT.  
THE 21ST CENTURY WILL SEE THE  
GROWTH OF THE NATURAL WORLD  
AS A MAJOR FORCE IN THE  
ECONOMY AND AS A SOURCE OF  
INSPIRATION AND ACHIEVEMENT.

“For every complex problem there is an answer that is clear, simple and wrong.”

H.L. Mencken, American journalist, essayist, satirist, cultural critic and scholar of American English.

# Disruptive Potential

## Design Thinking



Design thinking  
Innovation on demand  
Working in multi-sectoral teams  
Systems thinking  
Human-centred design



Where do you have Disruptive Potential  
in the systems you are a part of?

Thank you!