

2018

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

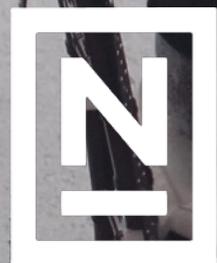
Muirhead, Lewis, Mosse, Rosamund, Hachey, Amanda and Scott, Nick

Suggested citation:

Muirhead, Lewis, Mosse, Rosamund, Hachey, Amanda and Scott, Nick (2018) Integration of multiple approaches into the social lab practice: A case study from a social and public innovation lab in new Brunswick, Canada. In: Proceedings of RSD7, Relating Systems Thinking and Design 7, 23-26 Oct 2018, Turin, Italy. Available at <http://openresearch.ocadu.ca/id/eprint/2683/>

Open Research is a publicly accessible, curated repository for the preservation and dissemination of scholarly and creative output of the OCAD University community. Material in Open Research is open access and made available via the consent of the author and/or rights holder on a non-exclusive basis.

The OCAD University Library is committed to accessibility as outlined in the [Ontario Human Rights Code](#) and the [Accessibility for Ontarians with Disabilities Act \(AODA\)](#) and is working to improve accessibility of the Open Research Repository collection. If you require an accessible version of a repository item contact us at repository@ocadu.ca.



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



A PROGRAM OF
POND-DESHPANDE CENTRE
AT THE UNIVERSITY OF NEW BRUNSWICK



NouLAB



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





WHAT DOES
SUCCESS
LOOK LIKE?

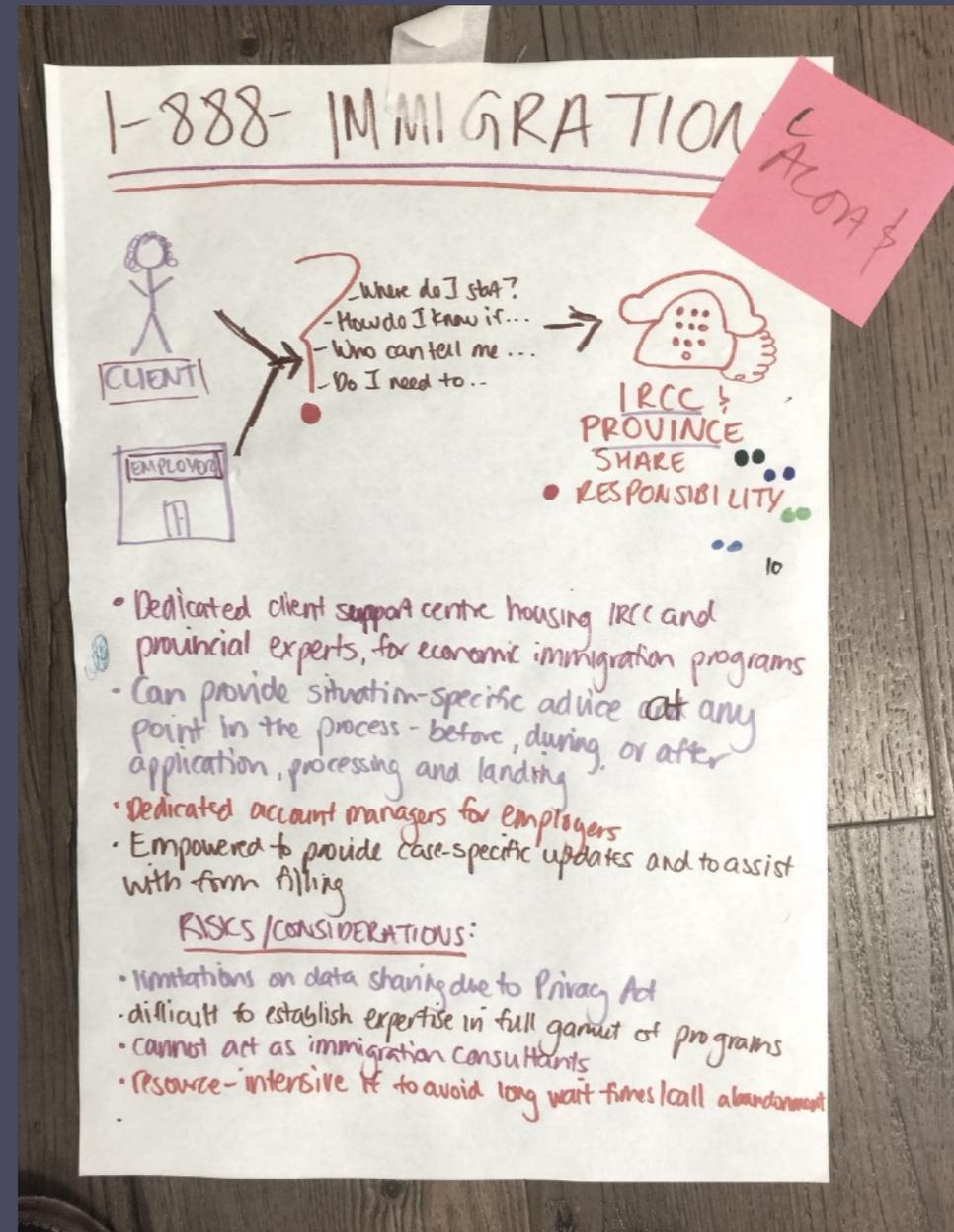
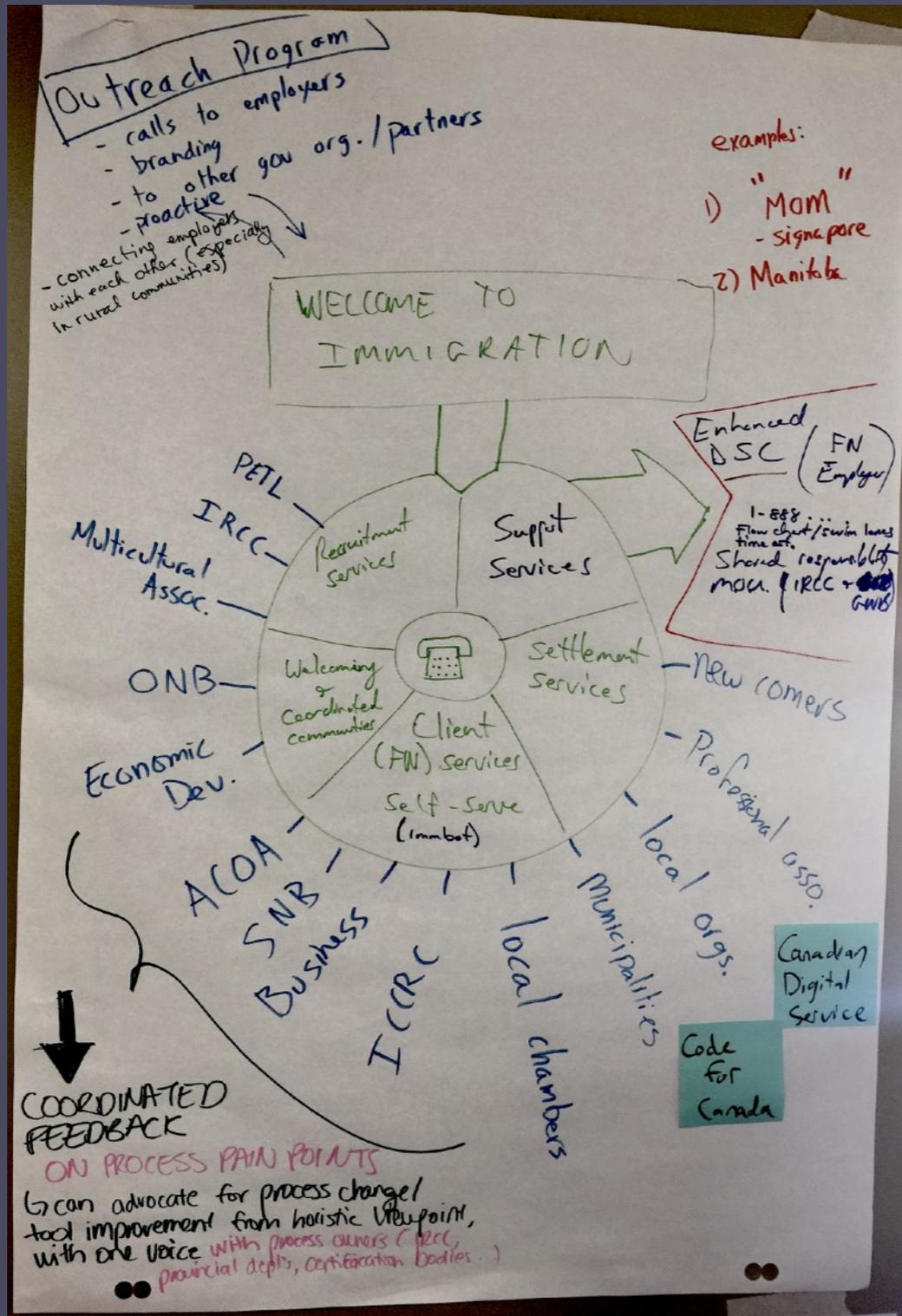
HOW WILL
I FEEL
ABOUT IT?

WHAT ARE
YOUR
GUIDING
PRINCIPLES
&
VALUES?

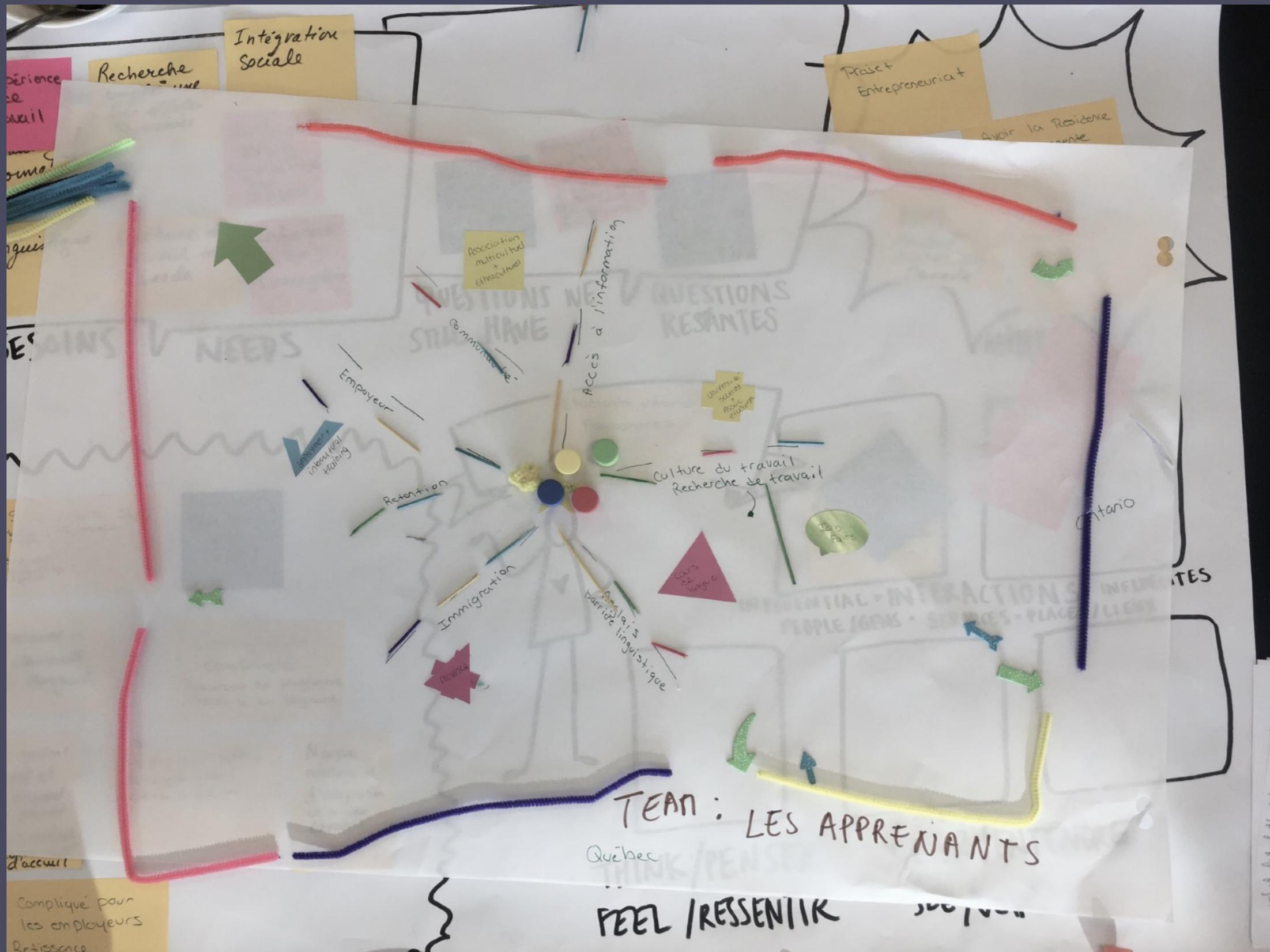
ARE YOU STILL
HEADED IN THE
DIRECTION OF
YOUR VISION?



Collective insight from across sectors



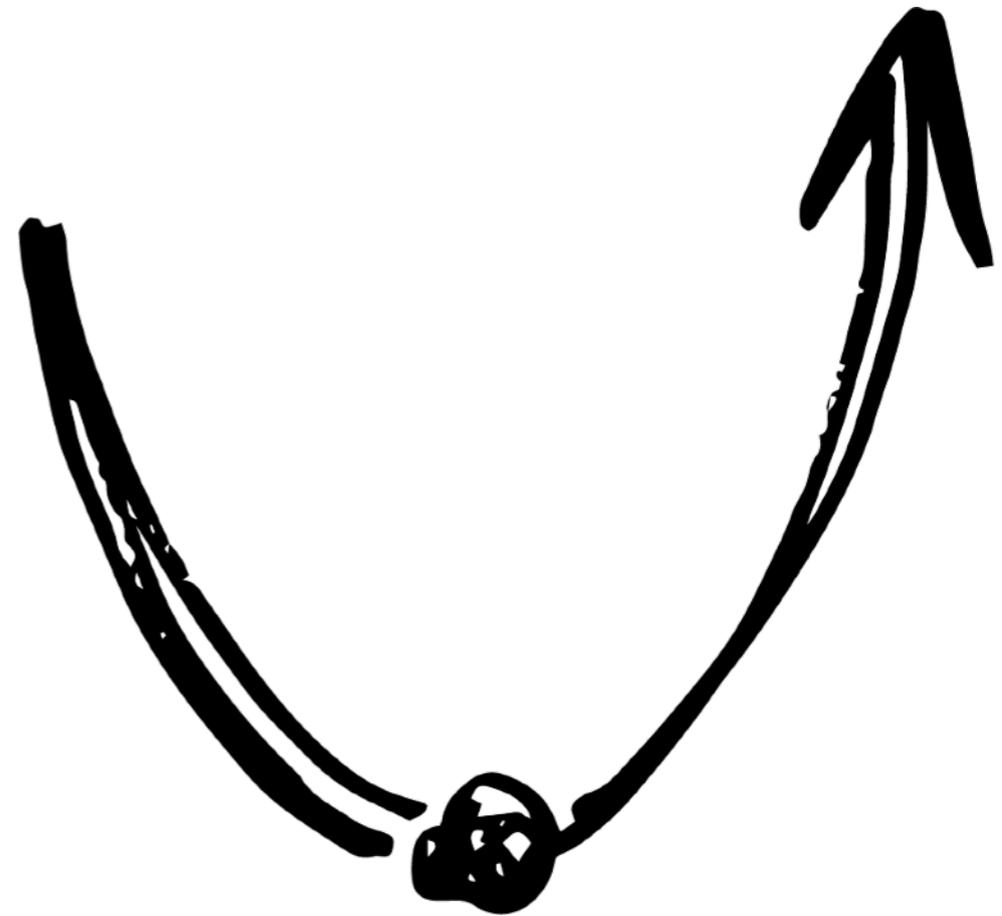
Iterations



3D modelling as systems mapping

Disruptive Potential

Participatory Practices

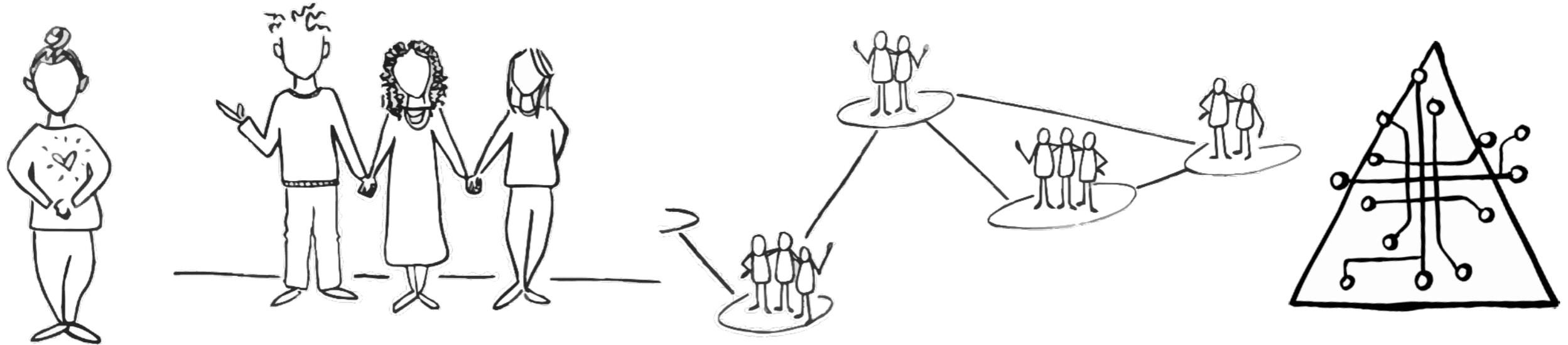


The Art of Hosting
Design Thinking

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.



WHYNOT

"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."

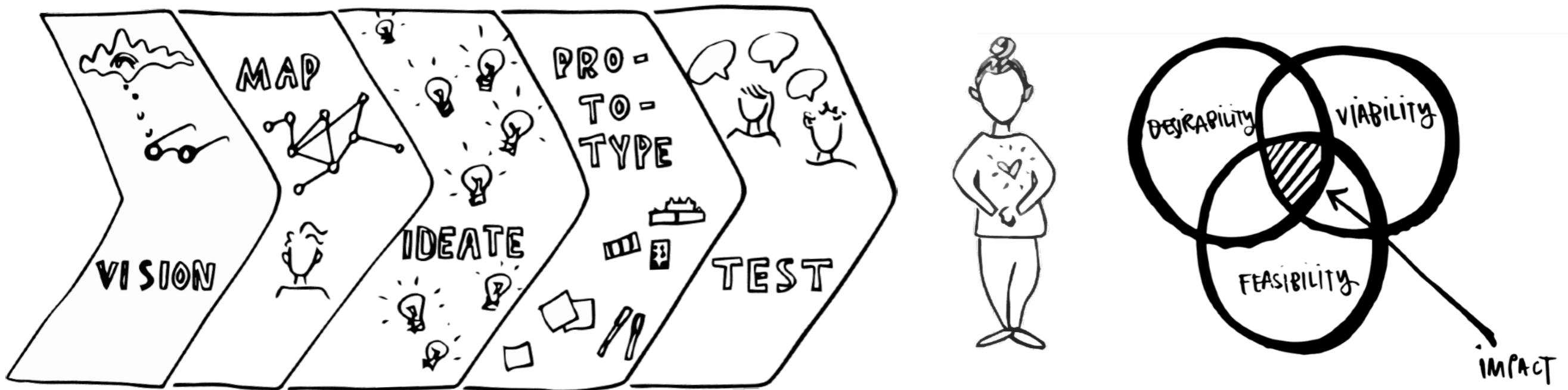
Otto Scharmer, Senior Lecturer at MIT and co-founder of the Presencing Institute.

“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!