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COUNCIL



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NOUVEAU-BRUNSWICK

# Turning the Tide on Demographic and Labour Market Decline:

*How Social Innovation Labs are Introducing User-Centered Design, Systems-Thinking and Experimentation to Improve Settlement, Integration and Retention Outcomes in New Brunswick.*

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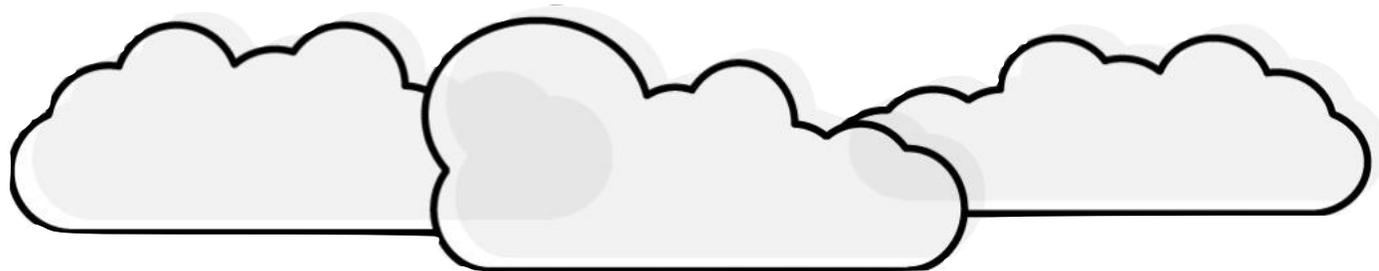
*Alex LeBlanc, New Brunswick Multicultural Council  
P2P – Toronto, November 17, 2017*

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**POND-DESHPANDE CENTRE**  
AT THE UNIVERSITY OF NEW BRUNSWICK



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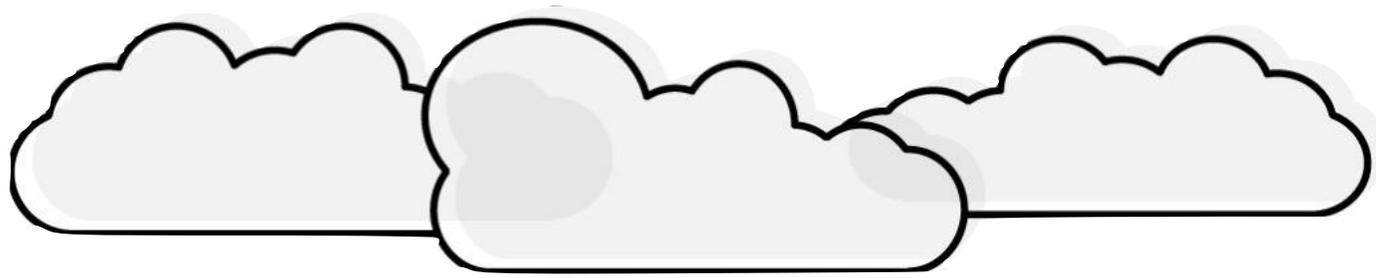
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# New Brunswick Multicultural Council

- New Brunswick Multicultural Council, Inc. (NBMC) is the bilingual, provincial umbrella organization for ethno-cultural, multicultural and immigrant-serving agencies.
- Founded 1983, NBMC has been the provincial voice on cultural diversity, multiculturalism, immigration and settlement for 34 years.

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Restigouche Multicultural  
Association



Centre de ressources  
pour nouveaux arrivants  
au Nord-Ouest inc.



Multicultural Association  
Chaleur Region Inc.  
L'Association multiculturelle  
région Chaleur inc.



Asian Heritage Society  
of New Brunswick



MCAF



FC-NB  
Fédération des Communautés  
Culturelles du Nouveau Brunswick



New Brunswick  
African Association Inc.  
United we stand L'Union fait la force



Multicultural Association  
of Charlotte County  
Regional Center



Newcomer  
Connections



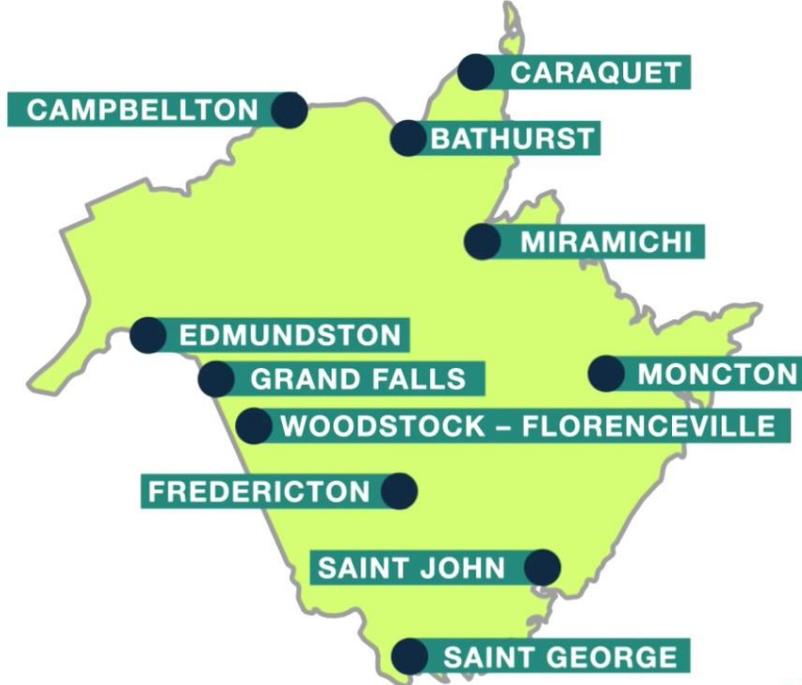
MIRAMICHI  
REGIONAL MULTICULTURAL ASSOCIATION  
ASSOCIATION RÉGIONALE MULTICULTURELLE



MAGMA  
AMGM

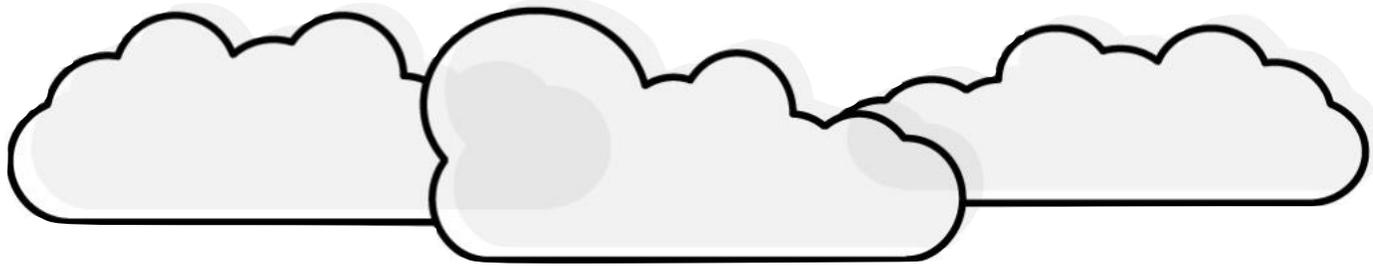


CAFi  
Centre d'accueil et d'accompagnement  
Immigratoire des Antillais  
de Saint-John du Nouveau Brunswick



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RÉSEAU DE RECHERCHE SUR  
LES POLITIQUES SOCIALES  
DU NOUVEAU-BRUNSWICK

**rrpsnb sprn**

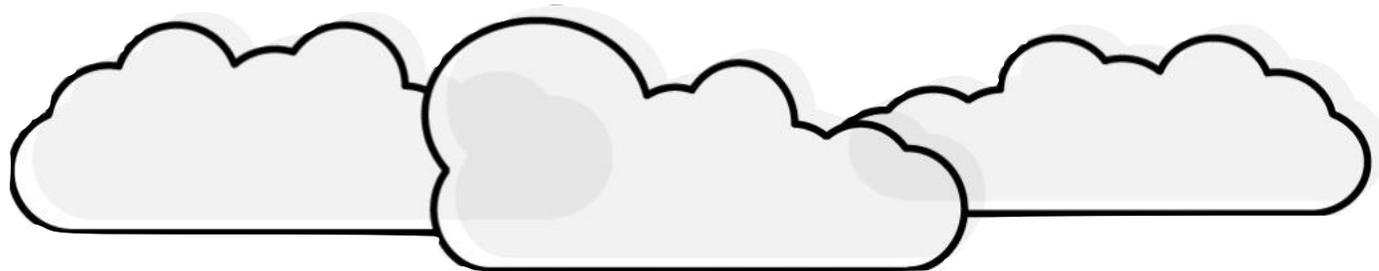
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SOCIAL POLICY  
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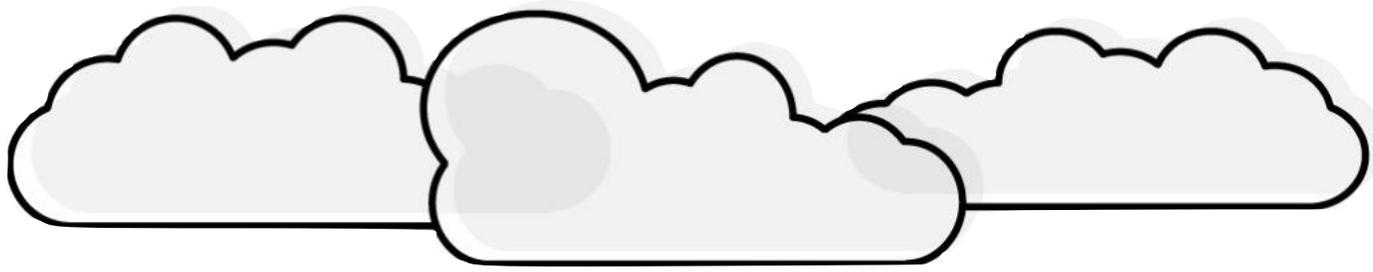
*“We help the public and innovators act together to address our most pressing social, environmental, and economic challenges.*”

*By connecting change agents from across sectors, convening them around pressing issues, and facilitating their journey to deep change, NouLAB is making the change process smarter.”*

- Amanda Hachey, Director of NouLab

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**MaRS**  
Solutions  
Lab



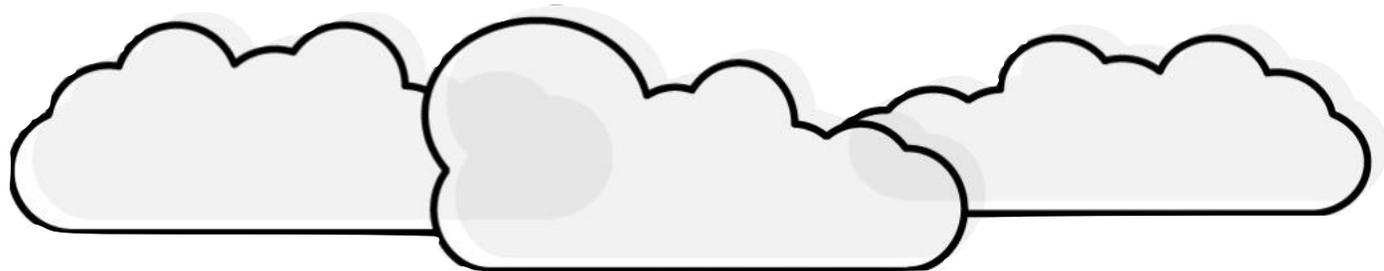
the **NATURAL** STEP



ROLLER  
STRATEGIES

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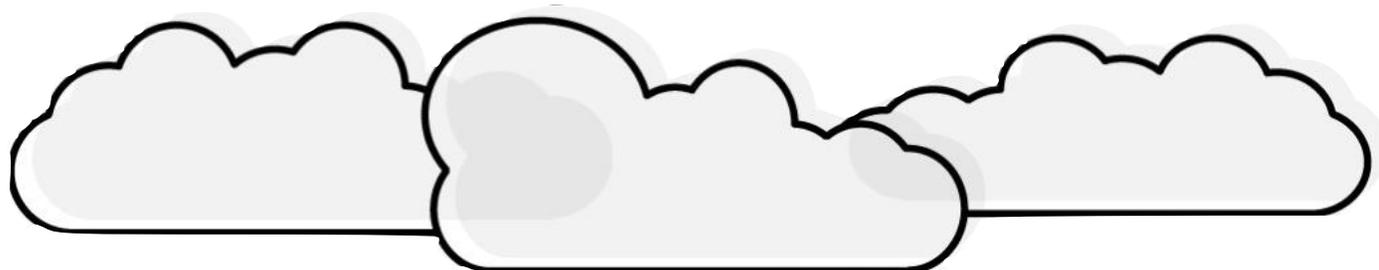


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# ***What are the demographic and labour market challenges in New Brunswick?***

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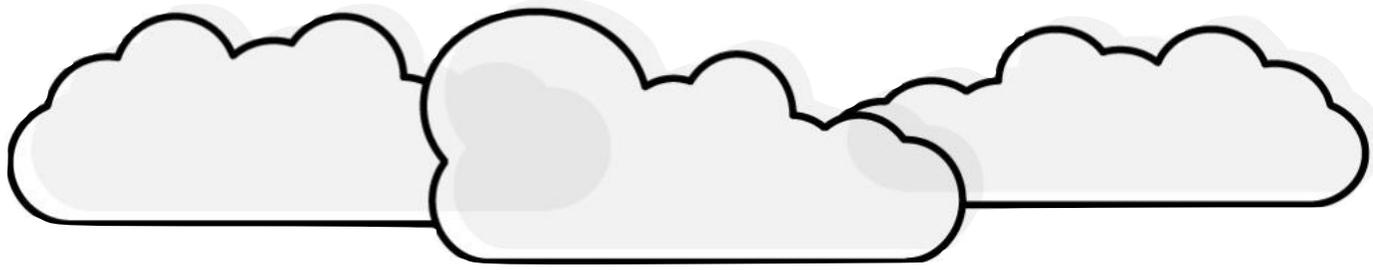
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## **New Brunswick's labour market is shrinking.**

- We are the **only province in Canada to decline in population** between 2011 – 2016.
- New Brunswick is **tied for highest median age** across Canada.
- Expecting **110,000 permanent exits from labour market over next 10 years** (approx. 1/3 of existing labour market).

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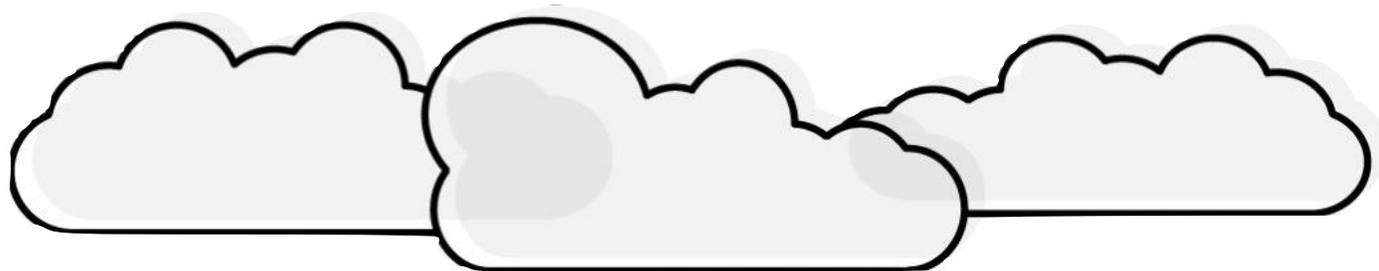




- Welcomed 9,330 newcomers to NB over the past 5 years, with a **retention rate of roughly 70%**.
- David Campbell, former Chief Economist for GNB: “One of the **biggest public policy challenges** of our time. How do we attract and retain **150,000 immigrants** over the next 20 years?”
- **4.6% of residents in NB born outside of Canada** vs. 21.9% across Canada.
- 98% of everyone living in northeastern New Brunswick is at least a third generation Canadian - 92% across the province, 44% in Montreal, 22% in Toronto.

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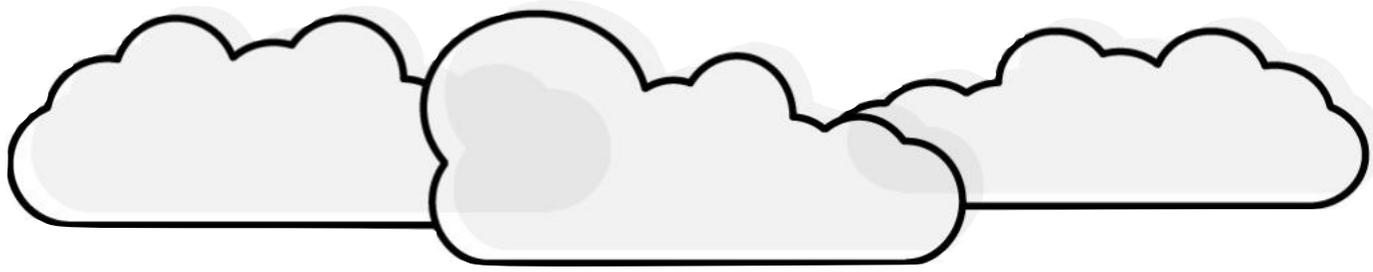
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# Atlantic Immigration Pilot Program

- Employer-driven immigration program that requires **employers play a larger role** upfront in paper work and recruiting internationally, and downstream to invest in settlement for employee and family.
- Immigration is relatively new to many of the employers coming forward to participate. They are **nervous about how to recruit, integrate and retain newcomer workers** and their families.
- Employers are coming forward in **rural areas with little immigration** experience.

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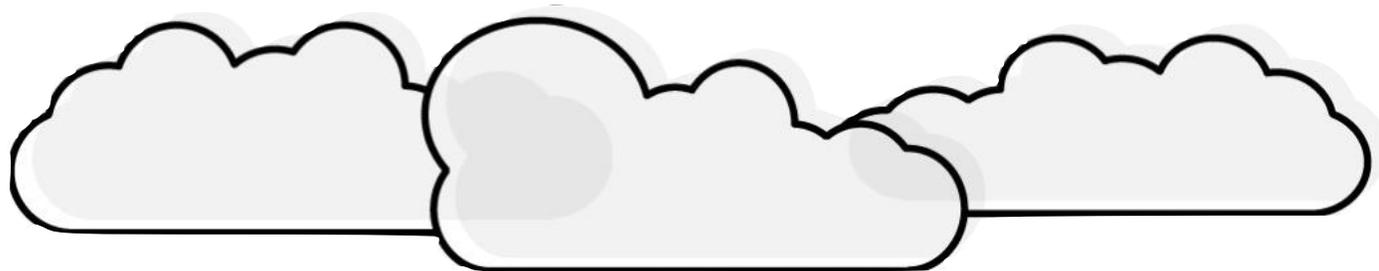


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## ***What is a Social Innovation Lab?***

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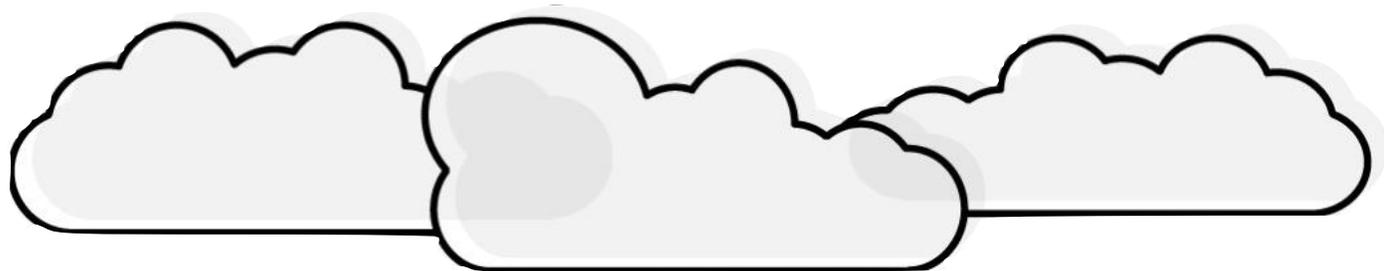
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*"Bringing together a diverse, committed team and taking an experimental, prototyping-based approach to addressing challenges systemically, that is, at root cause level."*

- Zaid Hassan, Author of The Social Labs Revolution

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# Lab leadership council



Atlantic Canada  
Opportunities  
Agency

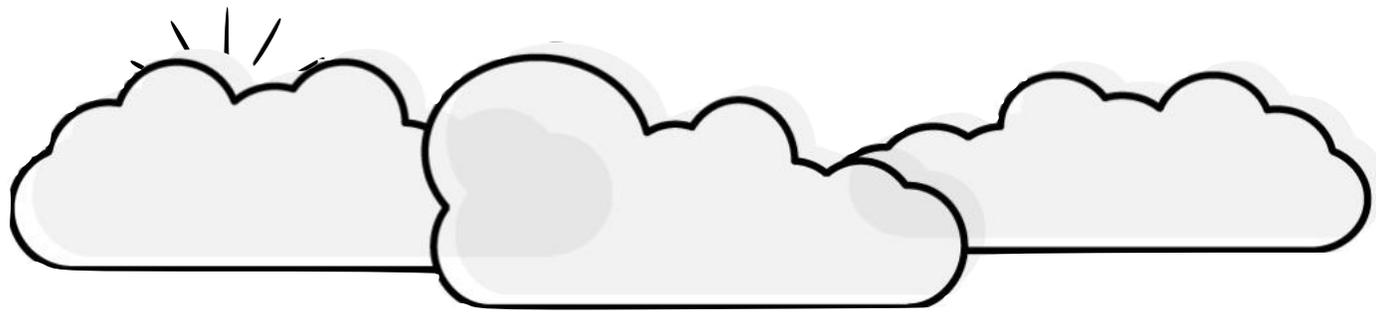


Conseil économique  
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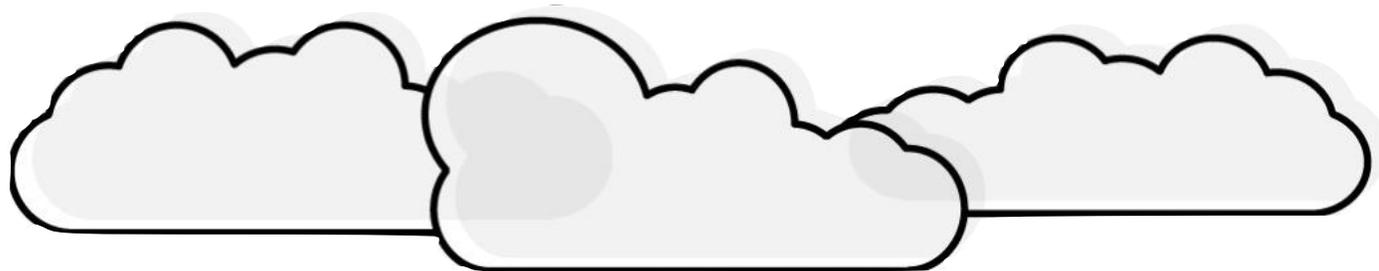
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## **Economic Immigration Lab – overarching question**

*How might we become leaders at attracting, welcoming and retaining newcomers to contribute to the economy of New Brunswick?*

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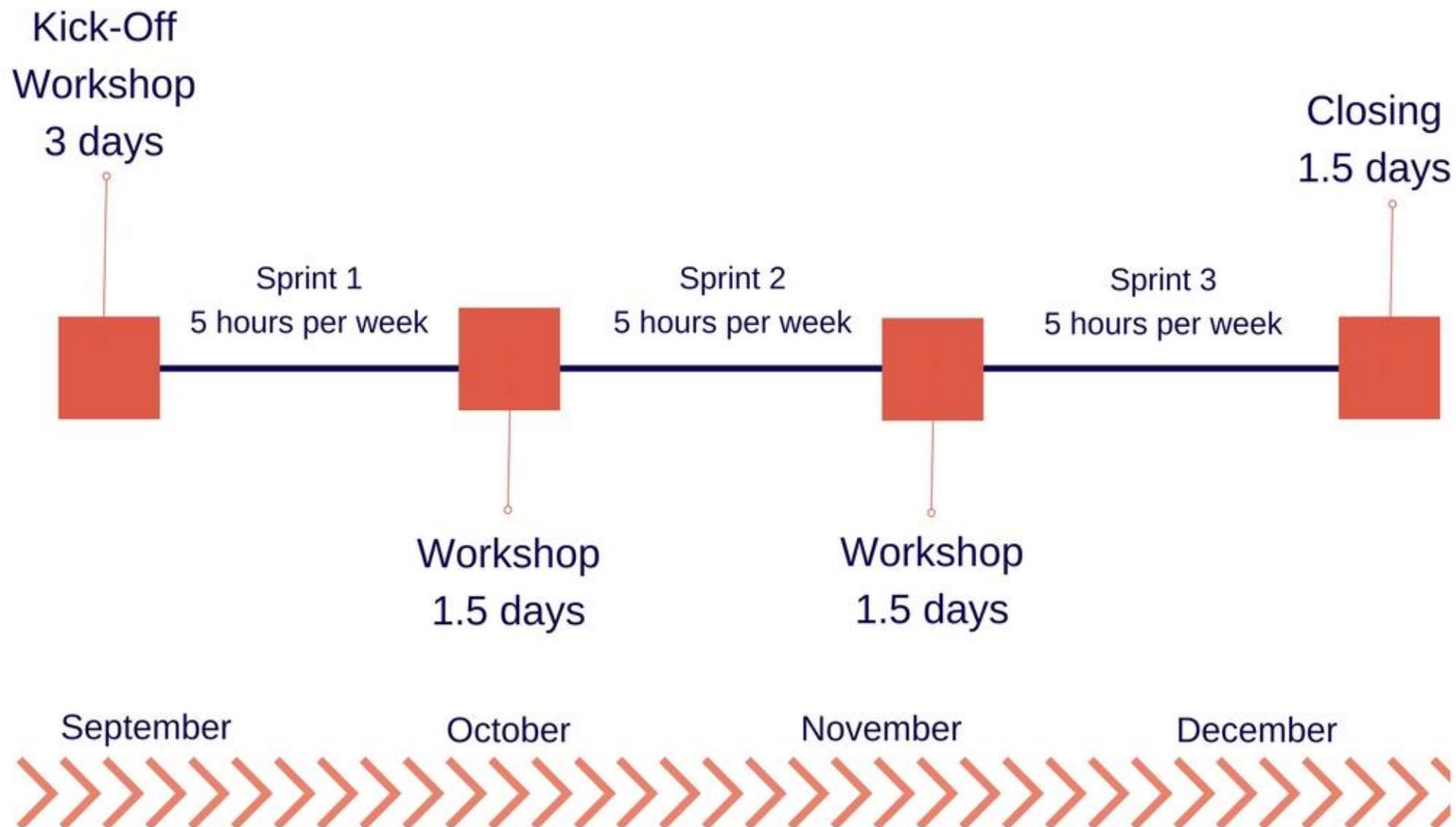
## Who is participating?

- Private sector: 7
- Government: 11
- Settlement: 6
- Academic/ education: 7
- Community agencies: 9
- Participants with immigrant experience: 30%

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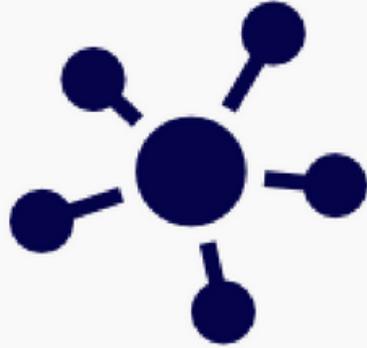
# Retention Lab





**Gather multi-stakeholder teams**

**+**



**Apply systems thinking**

**+**



**Apply design thinking**

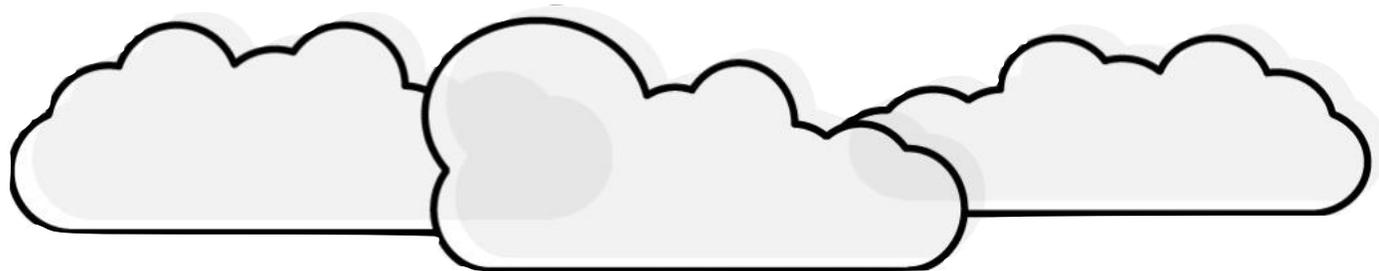
**+**



**Prototype and test solutions**

**=**

**Tackle complex problems**



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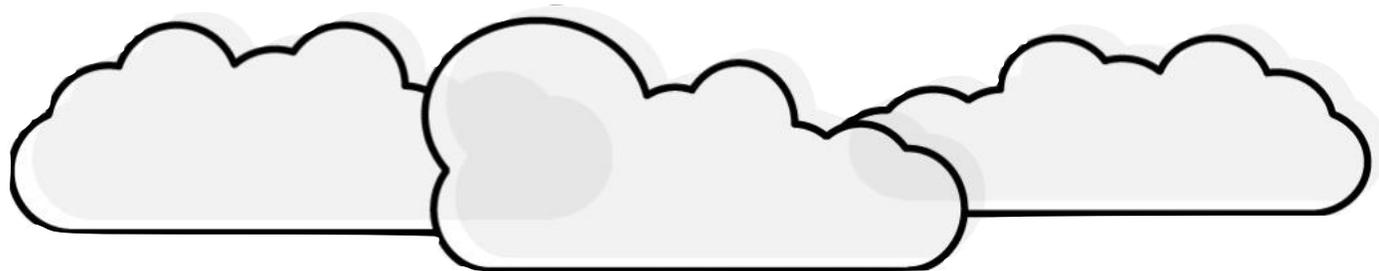
## What is system thinking?

*“A process or procedure that helps guide people to discover and understand the initiating causes of a problem, with the goal of determining missing or inadequately applied controls that will prevent recurrence.”*

- Harvard Social Innovation and Change Initiative

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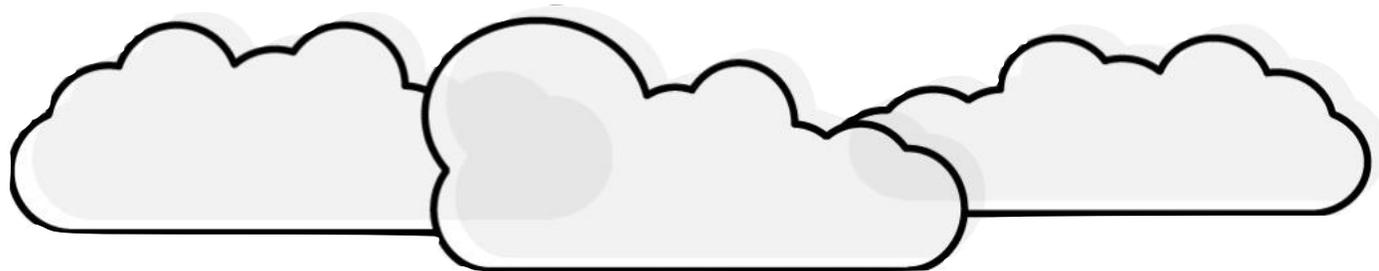
## What is design thinking?

*“Design thinking is a human-centered approach to innovation that integrates the needs of people, the possibilities of technology, and the requirements for business success.”*

*- Tim Brown, CEO of IDEO*

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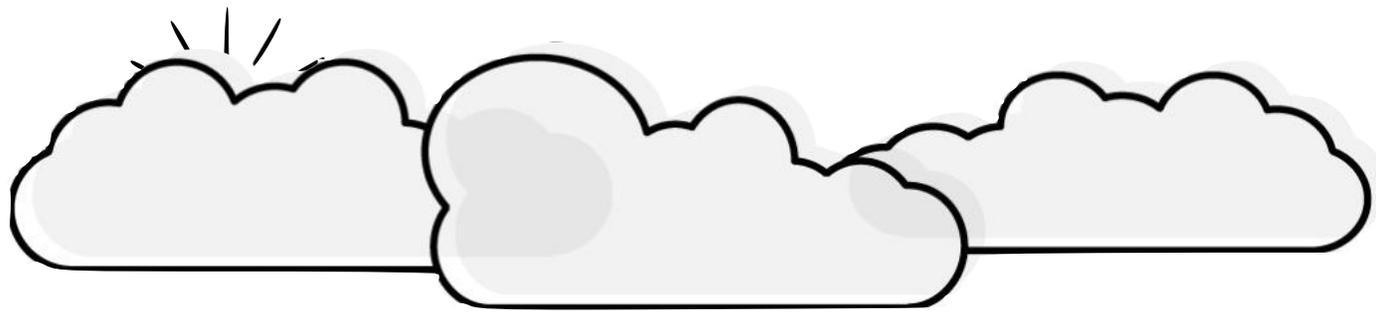


## What is prototyping?

- Prototyping is the design of a working model of a product or service that can be used to test out the reactions of potential clients and providers.
- Using prototyping in social innovation does not always evolve into a concrete product or service, but it can reveal questions, dilemmas, controversies and opportunities in the design process.

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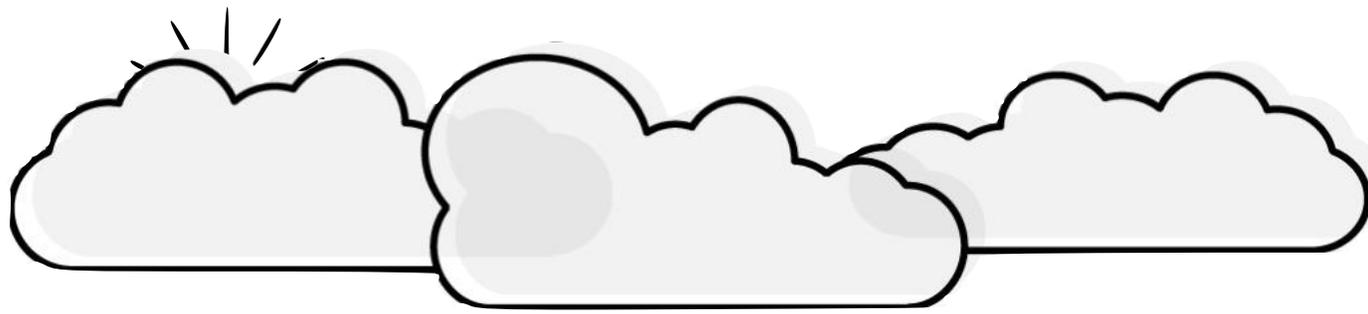
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## Current focus areas for prototyping

- Helping employers initiate international hiring process.
- Helping immigrant entrepreneurs from the Provincial Nominee Program develop a voice and influence through forming an organization.
- Helping newcomer spouses create meaningful relationship outside of their cultural community.

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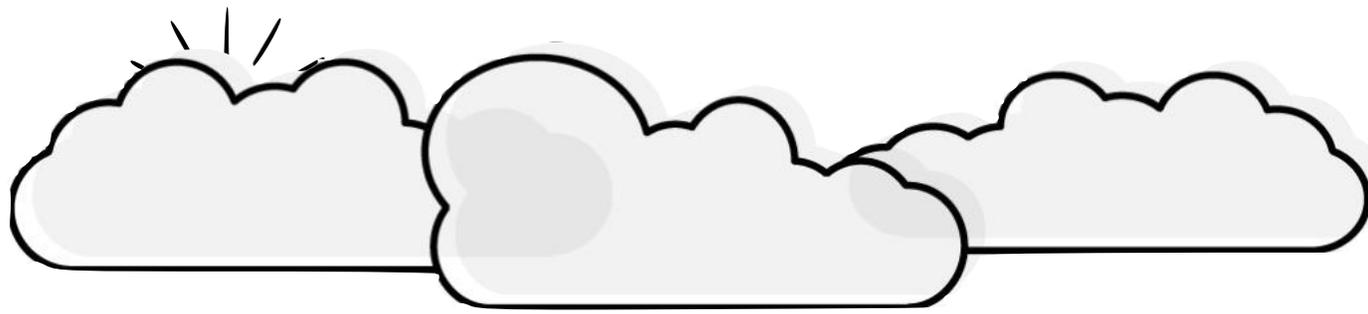
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## Focus areas for prototyping (cont'd)

- Assisting those hired by the provincial government through the Equal Employment Opportunity program, to participate fully in the workplace.
- Helping francophone international students in the IT and health care field to find employment in New Brunswick.
- Creating a model for introducing New Brunswickers to newcomers in a meaningful and non-threatening way.

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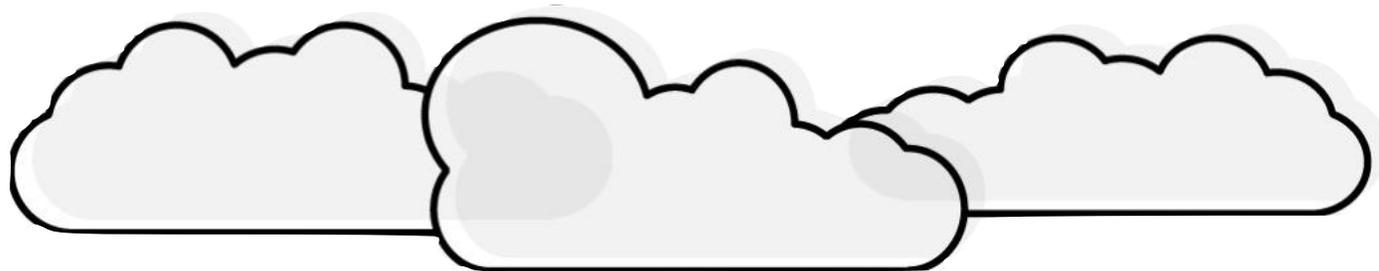
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## 3 ways the Lab could impact measurement and client outcomes

1. Tools, time and training for settlement agencies and partners in R&D.
2. New approach to project design and measurement – real time feedback, user-centered, not operating in 3-year cycles.
3. Multi-stakeholder team approaches to prototyping provides different perspectives on outcomes.

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To follow the progress of the Economic Immigration Lab, visit:

<http://www.economicimmigrationlab.org/archive>

**Thank you!**

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