



FORMERLY NORTH SHORE  
MULTICULTURAL SOCIETY



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# Making the invisible visible: Knowledge Sharing Strategies for Impact

**Pathways to Participation (P2P) Conference**

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# Background

## Impact North Shore

Impact North Shore is a for-purpose, social impact organization focused on building equitable communities through providing services for im/migrants and newcomers, and inclusive community-building projects. We operate in the communities of North & West Vancouver and engage over 8,000 individuals through our service and community work each year. The strength and capacity of newcomers to succeed, combined with the actions of an informed and connected community, is the foundation of the future we envision.

[www.impactnorthershore.ca](http://www.impactnorthershore.ca)

## North Shore Immigrant Inclusion Partnership (NSIIP)

As a project of Impact North Shore, NSIIP fosters engagement of organizations and community assets to support research & planning, drive social innovation, and improve service coordination to enhance newcomers' experiences of settling and integrating in North Shore communities. Through our collaborative work with 30+ agencies, we seek to build an inclusive community in which all newcomers and im/migrants have an opportunity to participate in the social, civic, economic and cultural spheres of life.

[www.nsiip.ca](http://www.nsiip.ca)

# North Shore Context



Mid-sized community across Burrard Inlet from Vancouver

- 192,557 total population
- 3 municipalities and 2 First Nations
- 2% indigenous residents
- 38% immigrants
- 31% visible minorities
- Top countries of birth for recent immigrants: Iran & China

*(Statistics Canada 2020 ; Focus on Geography Series 2016)*

# Knowledge Mobilization Goals

1. Create “spotlights”: surface the invisible
  - Hone in on pressing and hidden issues
2. Provoke transformational learning
  - Head + heart = hands (action!)
3. Center inclusion in activities
  - Accessibility of data; new & old wisdoms



# Examples: Strategies & Tools (1)

## COVID-19 impacts on the labour market and North Shore im/migrant job seekers

- Surfacing the experiences of temporary permit holders
- Heightened digital literacy needs in im/migrant communities

### Activities:

- Community surveys (& data tracking)
- Workshops at NSIIP Service Provider's Forum
- Lunch & Learn community series
- North Shore technology resources map
- Re-skilling opportunities aligned with talent needs

# Examples: Strategies & Tools (2)

## Examining experiences of racism & hate-based incidents in North Shore communities

- Honoring truths & identifying community supports
- Exploring racial equity frameworks & data collection approaches



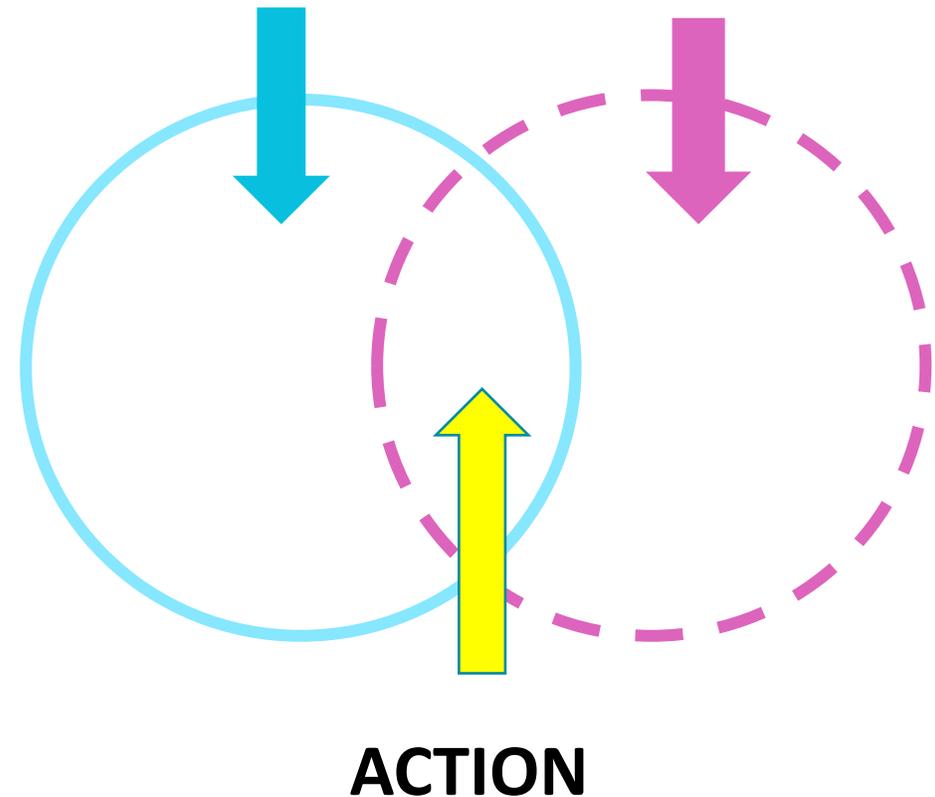
### Activities:

- Community conversations (multi-lingual)
- 2x Public Forums
- Community Research project
- Digital story-telling events
- Arts-based events

# Learning Edges

- Engagement efforts: calling out vs. calling in
- Identifying champions
- Recognizing the process of meaning making
- Homogenous views of knowledge construction

**Knowledge Meaning-  
making**



# Thank you!



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