NouLAB

A program by:

WHAT WE DO

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.

VISION

A province that has the tools to collectively foster ideas and empower individuals to reshape our communities into places where we all want to live.

MISSION

To provide pathways in which we, together, explore ideas and test solutions to complex challenges.

PROCESS

Inspired by MaRS Solutions Lab and GovLab methodologies, NouLAB first convenes the knowledge of diverse stakeholders who understand our greatest challenges; then facilitates a process of problem framing, systems mapping, research, experimentation, and scaling successes; and, finally, connects innovators with influencers. These activities make the change process quicker, smarter, and more sustainable.

CHALLENGE FRAMING

Let's not jump to solutions. We promise, we'll get there, but time and again we build solutions to problems we don't fully understand. NouLAB helps lab teams intricately understand their challenges so they can be smarter about how they intervene.

EXPERIMENTATION

Lab teams take an iterative approach to intervening on the challenges they want to address. By understanding, acting, learning, and adjusting, lab teams start small and scale interventions using an iterative model.

CO-CREATION

Lab teams are made up of diverse change agents and citizens from the private sector, public sector, social sector and academia. The teams work collectively to understand the nature of their challenge from multiple perspectives, and design, create, and test interventions together, always working towards scale and always learning.

THIRD-PARTY CONVENING

NouLAB is designed to address public challenges. Challenges that affect many and ones no single party or institution can solve alone. The status quo isn't working. We exist to be a trusted, neutral convener of the change process and care most about changing our legacy systems to get the most desirable outcomes. NouLAB offers the space and process to do this.

Changing the way you and your organization approach complex challenges.

In New Brunswick and around the world, we are seeing and experiencing complex social challenges. social and environmental unsustainability show up in our society as homelessness, gender inequality, economic insecurity and an increasing severity and occurrence of natural disasters. We need to be able to react to these complex challenges in ways that will have a positive impact. The Academy looks to build a critical mass of change makers in New Brunswick - individuals who will impact their communities, which will change the social landscape of New Brunswick, and eventually ripple out into the world. We hope to inspire in you an appetite for innovation and connection through the processes, mental models and methodologies of Social Labs.

The Academy Journey

The NouLAB Academy journey is iterative and each of the elements of the program are interdependent and develop in parallel with each other. Your teams will be encouraged to build onto your learning and reflect back on previous work to ensure that it is integrated. This learning will come from sharing diverse perspectives with the other members of your team, and better understanding the system in which the problem exists – through exploration, data, research and talking directly to stakeholders. The intention of the Academy is the build capacity through participation in a facilitated social lab process. By going through the process of working on a complex problem, you will learn about the nature of social innovation as well as some potential next steps for tackling your challenge. The goal is to enable the team to communicate the importance of your challenge and to ask for further support for development of prototypes or other initiatives that were uncovered throughout the process.

Gather Multi-Stakeholder Groups + Apply Systems Thinking + Apply Design Thinking + Prototype and Test Solutions

= Tackle Complex Problems