



EMBERS EASTSIDE WORKS QUICK DIVE SUMMARY

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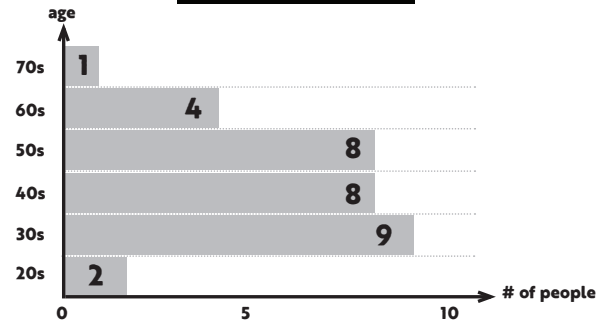
The research in numbers

Total number we talked to (n) = 32

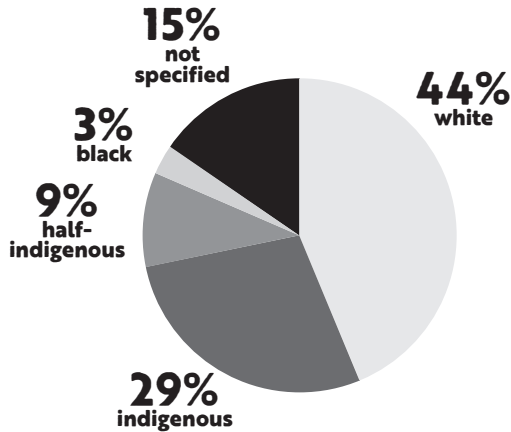
GENDER



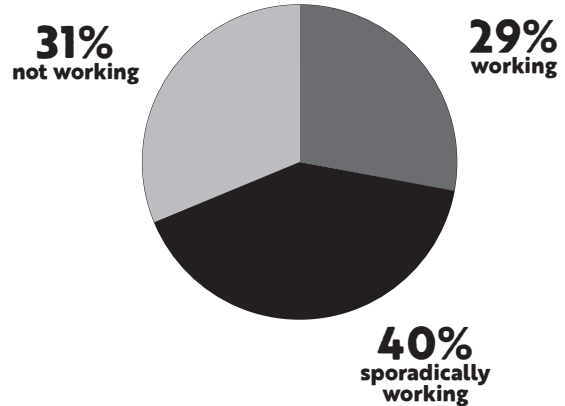
AGE



ETHNICITY



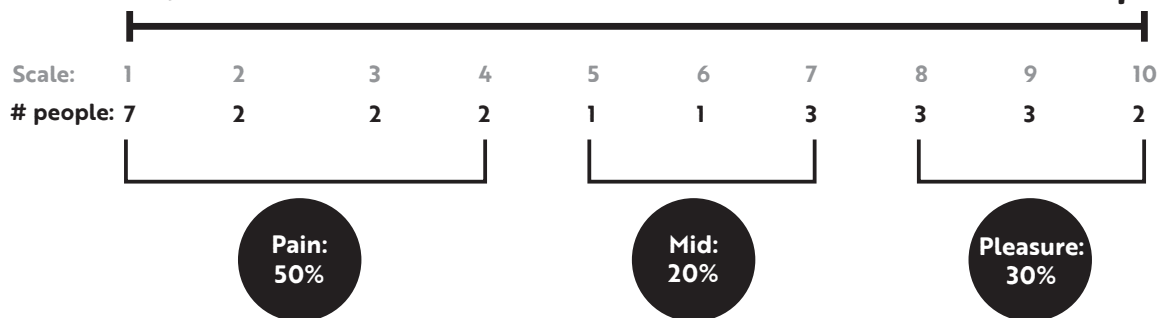
WORK STATUS



Concept of Work (n=26)

Work as pain

Work as pleasure

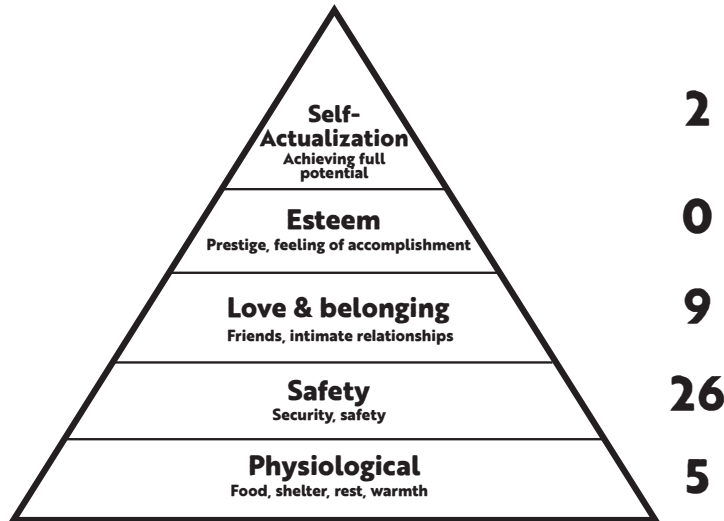


Services on offer

(based on the framing of brochures, flyers, posters)

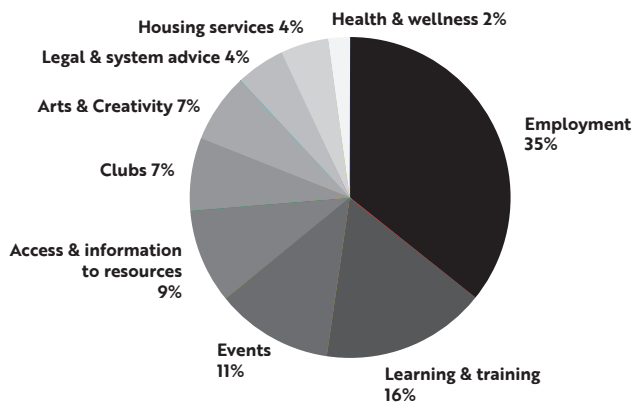
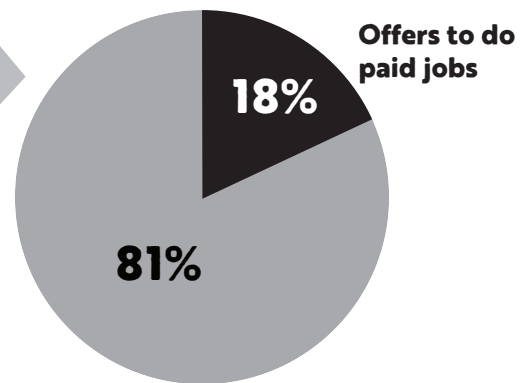
n= 42

Maslow's Hierarchy of Needs



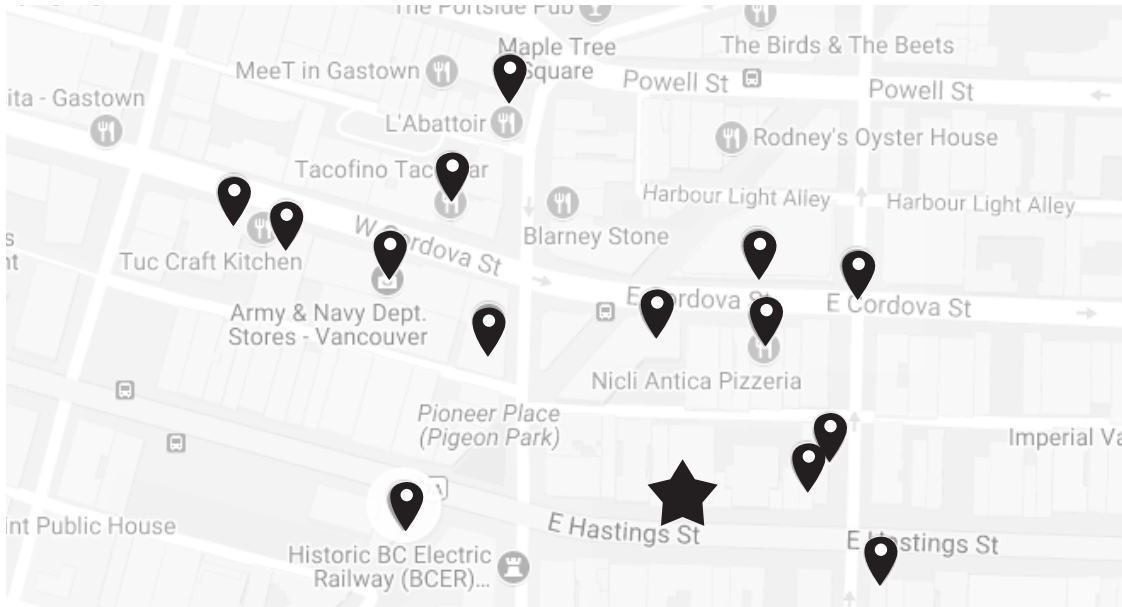
Services Categories

Employment	15
Learning & training	7
Events	5
Access and information to resources	4
Clubs	3
Arts & creativity	3
Legal & system advices	2
Housing services	2
Health & wellness	1

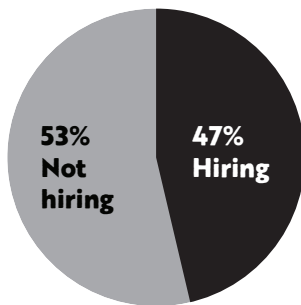


Jobs available in the neighbourhood

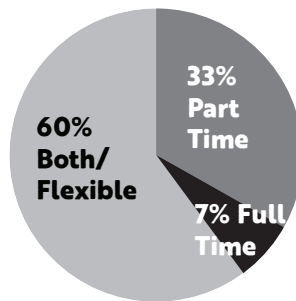
★ = Embers Eastside Works 📍 = Business that is hiring



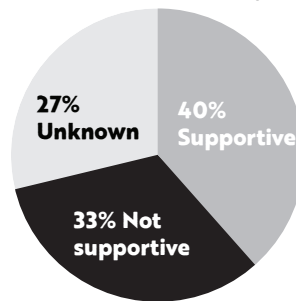
Businesses visited (n) = 32



Job types



Businesses supportive of the DTES community



Name of business	Type of Businesses	Size (staff)	Type of jobs available
Nicli Antica Pizzeria	Restaurant	8-12	Junior/ support positions
Victory Barber & Brand Gastown	Barber Shop	2	Front desk
Strike Mvmnt	Retail	2	Retail staff
Tidal Living Design Management	Consulting	<10	Admin
Farm Dispensary	Retail		Product Shift Leader
New Brandiz Fast Food	Restaurant	5	Staff
Army Navy	Retail	<10	Retail staff
The Bourbon	Bar	1-10	Promotional & bar staff
Brush Salon	Salon	<20	Receptionist & hair stylist
Nelson the Seagull	Cafe	<20	Kitchen staff
Taco Fino	Restaurant	<20	Dishwasher
Veras Burgers	Restaurant	<20	Open application
Taste & Circle	Retail	<10	Field Agents
No Fun Radio	Radio station		Volunteers
Darby's Gastown	Bar		Bar staff

REIMAGINING WORK: HISTORY OF WESTERN WORK

Work is a big idea that has shifted over place and time. What would it look like to re-imagine rather than reinforce the dominant Western ideology of work? How might Indigenous and Eastern perspectives of work be acknowledged and incorporated?



THE CLASSICAL PERIOD

Work as punishment.

Work as a curse devised by God to punish disobedience in Garden of Eden.



THE GREEKS

Work as pain.

Work as antithetical to leisure. A person's prudence, morality, and wisdom is proportional to their leisure time for 'thinking of truth.'

*Greek word for work is ponos = pain



THE MIDDLE AGES

Wealth as self-sufficiency and avoidance of sin

Work has no intrinsic value, but meets needs and prevents idleness. Social status first linked to work. Monastic life considered high status work, along with agriculture, handicrafts, and commerce.



THE ROMANS

Work is for slaves.

Work & the acquisition of wealth as incompatible with virtue.



THE REFORMATION

Work as the universal base of society, of God, and for all men.

Work as intrinsically good, and vocations are people's callings. Manual labor is as important as other forms.

*This is when the theological premise that work is a necessary penance for original sin is firmly embedded, thus rationalizing prejudice towards those without work.



THE EARLY AMERICAS

Work as destiny.

Work as spiritual growth; seasonal toil with a social and personal pay-off.



SCIENTIFIC MANAGEMENT

Work as efficiency and antidote to laziness.

Work as highly specialized and designed to maximize monetary gain.

Work as effort and productivity.

Work as ceaseless and regular - characterized by discipline, anonymity, and little control.



THE INDUSTRIAL REVOLUTION



INFORMATION AGE

Work as purposeful and discretionary.

Work as more self-driven; talent & hard work as basis for success.

SEGMENTATIONS

Segment 1:

The Separate & Unattached

People who define themselves by what they are not - not skids, not riff-raff, not like everyone else. Self awareness and self respect are strongly held values, both of which are viewed as absent on the DTES. With little attachment or sentimentality towards the DTES, plus ample loneliness, this segment would love to move on and secure work elsewhere - if only they knew where, or could afford a ticket and start-up costs somewhere else but here.

> People like Mike, Jody, Ludvik and Tommy.

Segment 3:

The Hopeful Planners

People who steadfastly hold onto an idea of themselves in the future, no matter if their dreams are distant or the path ahead is unclear or uncertain. They can visualize something different to what is now, and use those images to remain hopeful and counterbalance fears. They might work to get by in the meantime or not care about work at all if it's not connected to their dreams & personal plans. Pre-set, structured programs hold little appeal if they don't progress them toward their goals.

> People like Jessica H, Ludvik, and Marvinne

Segment 5:

The Maybe Mayors

People who see systems & structures as responsible for their situations and those of other residents on the DTES, and cope by speaking up and resisting authority. Frustrated by not having a voice and being able to protect others around them, they want leadership to be their vocation, though are often stymied by rules, protocols, and processes.

> People like Ludvik, Edgar, Mari-Lou, and Tina

Segment 7:

The Joyless Transactors

People who have turned their art or craft into a transaction to get by, and no longer feel the same joy of self expression and creativity. Their passion has turned into another pressure point, and is a means for survival versus healing or meaning. How can passions be preserved and maintained as 'viable hobbies (in the vocabulary of one resident)?

> People like Tammy and Jesse

Segment 9:

The Opportunity Seekers

People with a streak of ambition and a desire for more. Although they already have paid gigs, they are always looking for the next opportunities, and with a bit of investment, could be catapulted forward. Many have mentor-like qualities.

> People like Tina, Ludvik, Jesse., Bill, Edgar, and Marvinne.

Segment 11:

The Wannabe Retirees

People who do not see their identity as rooted in paid work, and have little desire to find or hold down a formal job. In this segment are people with long work histories and those with little work histories, who are looking for a 'yet to be defined' next chapter of their life - perhaps rooted in healing, contribution, etc.

> People like Warren, Phil, Mari-Lou and Ken.



Segment 2:

The Tethered

People whose days are controlled by their addiction, and who see the DTES as critical for survival. Work happens on an as needed basis - and constitutes binning, boosting, and trading for the next hit. Not ready for change, this is a segment that takes 100% responsibility for their situations and deep down doesn't believe they are worthy of more.

> People like James, David, and Phil.

Segment 4:

The Ping Pongers

People with two distinct ways of seeing and talking about themselves - one of self-promotion and one of self-flagellation. On the one hand, they hold their skills & capabilities in high regard. On the other hand, they hold their virtue in low regard. They are deep thinkers, apt to reacting and/or questioning everything - including their integrity. While their capabilities & skills land them jobs, their ambivalence and inconsistency can reinforce their own negative narratives. As soon as they feel they've let people down, they withdraw even further.

> People like Fox and Jody.

Segment 6:

The Balanced Doers

People who have a proportionate sense of agency and control; they see their present situations as a the product of personal decisions and bigger forces. What's standing in their way are nameable internal barriers (anxiety, grief & loss) and specific external barriers (transit, access to equipment, etc). They aren't sure where to go to overturn particular barriers, and take pride in their ability to figure things out on their own.

> People like Tommy, Tim, James W. and June.

Segment 8:

The Passionate Dormants

People with a past filled with passionate pursuits, and who are unsure if and how to resurrect. Illness and disability might have changed how they engage, and necessitate some adaptations. And while they miss spending their time doing what they love, they are fearful of not being at the same standard and worried about how colleagues might perceive them.

> People like Mason & Fox.

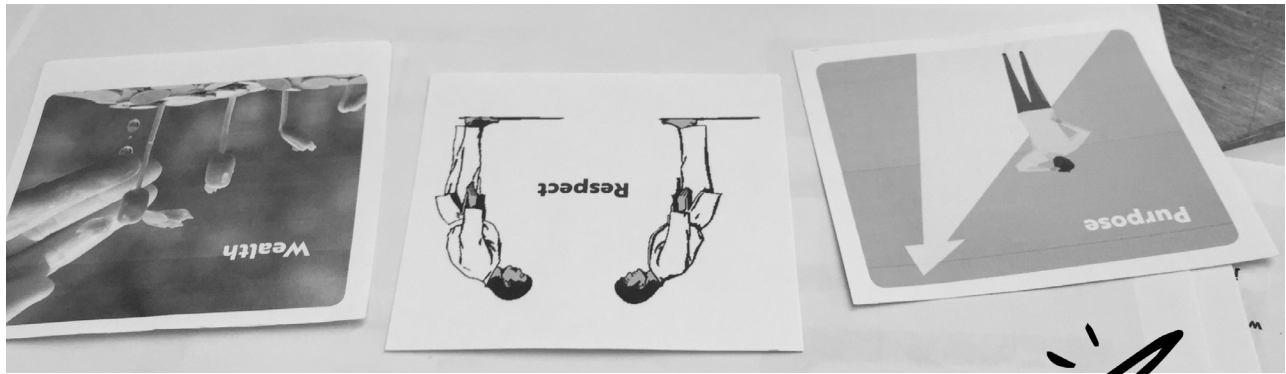
Segment 10:

The Dual Contemplators

People who are thinking about change in multiple domains at once. They are entertaining notions of work as well as entertaining a shift (or trying to maintain a shift) in their pattern of drug use. Their motivations might wax and wane day-by-day, but they are at the early stages of change talk. Challenge is, the value proposition for work isn't always as strong as the value proposition for the status quo.

> People like Bob, Jody, Bill, and Fox.

Which needs can / should Eastside Works address?



PAIN POINTS

Pain point 1:

Purposelessness

People are looking for enlightenment and contribution - not only money, and find the employment service landscape to be oriented towards 'work as income' above all else. How might work opportunities lead on purpose and pay?

Segment: The Wannabe Retirees, The Joyless Transactors, The Passionate Dormants, The Opportunity Seekers, The Hopeful Planners

Pain point 3:

Disrespected

For people who define themselves by how different they are to the DTES crowd - "I am not a skid or riff-raff" - being lumped into the nondescript category of "homeless" or "unemployed" feels insulting, and disconnected from their sense of self. How might we validate people's identities, not situations?

Segment: The Separate and Unattached, The Opportunity Seekers

Pain point 5:

Yo-yoing

Moods and motivations can shift day-to-day, even hour-to-hour, but both jobs and services expect consistency and reliability. How might we embrace and leverage spontaneity and in-the-momentness?

Segment: The Dual Contemplators

Pain point 7:

Exploitation

"The employer is their customer, and the customer is never wrong." Such is the perception many people hold of employment agencies. People's history of work is often one of exploitation, unfairness, little legitimacy and even less power. How might we create more work interactions with control, legitimacy, and power at the core?

Segment: The Maybe Mayors, the Joyless Transactors

Pain point 2:

Fear of expectations

The DTES is a liberating experience, for some. People who have struggled to fit in find that their choices & behaviours are finally understood, or at the very least, tolerated. Having shed 'mainstream' expectations, the proposition of entering into work relationships and needing to meet somebody else's expectations can feel both stifling and terrifying. How might expectations be talked about, re-negotiated, and re-set?

Segment: The Ping Pongers

Pain point 4:

Self-hate and Doubt

For people who see themselves as asses and manipulators, they struggle to separate who they are from actions they've taken, and use any missteps or blunders as confirmation of their inadequacy. Those who have experienced a change in status or identity through illness, injury, or addiction can fear what they feel they've become or how others perceive them now. How might we address shame, unworthiness, and inadequacy head on?

Segment: The Tethered, The Passionate Dormants, The Dual Contemplators

Pain point 6:

Futility

Boosting, selling, and any number of street ventures can be more lucrative and more flexible than minimum wage jobs. People perceive much of the work on offer as a dead end - all grind, and no ladder. How might we curate opportunities with different types of ladders & scaffolding?

Segment: The Dual Contemplators

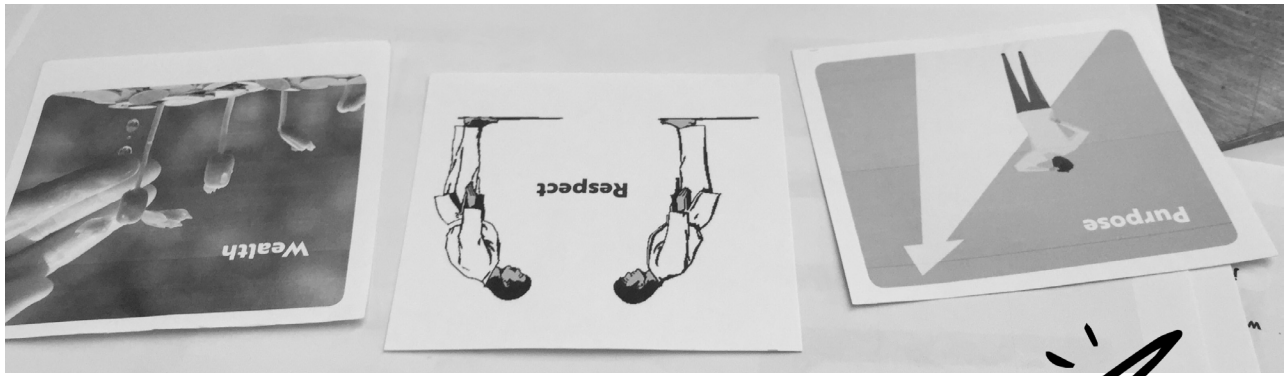
Pain point 8:

Skepticism

Addiction is hard work - often requiring people's total focus and energy. For many, they accept this is where they are at, and are skeptical of change. Past change efforts have not stuck. Why try again? How might we re-frame addiction as a type of work?

Segment: The Tethered

Which needs can / should Eastside Works address?



PAIN POINTS

Pain point 9:

Insularity

Community is strong on the DTES - often compensating for lost and estranged relationships with friends and family. And yet these relationships largely bond people together, versus bridge people to new opportunities. Few people can name others in their network who they look up to and are meaningfully working. Without close reference points, working can seem distant, unappealing, and a source of friction. How might we expand reference points and bridging networks?

Segment: The Balanced Doers, The Passionate Dormants, The Hopeful Planners

Pain point 11:

Not Knowing

"You have to be stupid to go hungry in the DTES" is an often heard refrain. While most everyone knows where and how to acquire food (and food often comes to you), few people knew of the range of work & learning supports. Information largely travels via word-of-mouth and peer-to-peer recommendation, not digital or print materials, and yet service referrals and flyers seem to be the primary outward facing communication tool for services. How might we mobilize peer networks and in-the-field outreach?

Segment: The Balanced Doers, The Hopeful Planners, The Separate and Untethered (Upstream)

Pain point 10:

Alienation

For some of the most vocal and politically minded folks in DTES, their indignation alienates (and perhaps threatens) professionals and people in power. These people often find themselves without formal outlets, and are sidelined for not following the rules. How might there be more outlets for people to share opinions and control resources, as a form of work?

Segment: The Maybe Mayors

Pain point 12:

Daunted

The DTES is a loud, animated, and rather dramatic space. The introverts can go unnoticed. "People walk by me all the time" was a frequent sentiment. Seeking help can be particularly overwhelming. Standing in queues and walking into an office are deterrents for reaching out. How might we notice and acknowledge people on their terms?

Segment: The Separate and Unattached

Segment: The Separate and Unattached

In what ways could Eastside Works meet those demands? Drawing on which insights?

TOP INSIGHTS



Work for what?

Labour intensive, minimum wage jobs (like construction, cleaning, and dishwashing) do not easily compete with the spontaneous, flexible, and often lucrative income generative opportunities available on the DTES (like boosting and selling). Income isn't always the core value proposition for work, nor is self sufficiency, as people rightly view their ingenuity for survival as evidence of their self-sufficiency.

Survival for what?

What's available is a strong signal of what's important. For folks living rough in the DTES, the implements for survival are easy to come by. Food and clean needles are delivered to you. What's harder to come by (and requires going to a program) are prompts for expression, contribution, beauty, and meaning.

Success for whom?

Services need success stories. For many of the folks who are externally held up as a success - and immortalized in promotional materials, documentaries, and meetings with politicians - it's more complicated. They often find that playing by the rules - getting licenses to legally sell, applying for grants, etc. - turns them into caricatures rather than real people, and sucks some of the spontaneity, fun, and creativity from their pursuits.

Mistrust in self

After self-perceived missteps and fuck-ups, it is easy to lose faith in oneself. The behaviours feeding addiction can be conniving and even ugly. They often kickstart a cycle of self-loathing & distraction-seeking, which diminishes people's motivation to give recovery or work a try.

Emotions, first

Shame, fear, and embarrassment are strong emotions, and some of the most significant barriers people face for wanting work. And yet most employment services only address capability barriers (e.g the lack of professionalism, confidence for interviews) or practical barriers (e.g resumes, job searching) leaving the deeper emotional underbelly of work untouched.

Pleasure over pain

Pleasure is a sought after antidote to pain and trauma. Many people find themselves on the DTES working hard not to hurt. And yet, much of the wage work on offer is perceived as drudgery - either physically strenuous or mentally taxing (requiring performing to other's expectations).

Programs over jobs

The notice boards of community organizations are full of service offers - but few actual jobs. As one DTES resident put it, "What you can get down here are programs, not jobs." Even the employment services billed as 'low barrier' require showing up to an orientation or workshop before job placements. Walking into businesses in and around East Hastings offers a different yield: 13 open jobs on a given Tuesday.

Quality not just quantity

The continuum of work (from informal work to full-time wage work) is predicated on two constructs: amount of work and legality of work. Three alternative constructs were of primary importance to people we met: (1) flexibility of work, (2) quality of work, (3) quality of work environment. For the work curious or work seekers, what mattered was the purpose behind the work, and the relationships within the workplace.

Network success

For the people we met who were currently employed, work opportunities flowed through their more diffuse, bridging networks - friends of friends on Facebook, informal relationships with staff, and former employers. By and large, they did not come from applications, resumes, and formal processes. Not surprisingly, they came from leveraging informal relationships and a good deal of happenstance. The process-driven flows of many employment services stand in contrast to the opportunistic job-finding networks that people are using.

Pace and rhythm

Morning is relatively quiet on the DTES. The pace significantly quickens, and the energy seems to peak later in the afternoon - after 4pm, when many of the employment related services are closed. Residents were more interested in deeper chats as the day wore on. And, for the segment of DTES residents with jobs that they'd like to move on from, after 5pm is the moment to capture them.

Instantaneousness

The DTES is a 'now, now, now' culture - there is an immediacy to most street interactions. Many of the service interactions we observed in the employment space were the opposite. People were asked to fill in a form, come back later to speak to someone, or pointed to a prescribed time and place for a program.

Future Jobs

Labour scholars point out that the 1990s ushered in the information age, and split the workforce into two: information age jobs that allow for high discretion, and industrial era jobs that are low discretion in nature. Most jobs on offer in the DTES fall into the later category - and many folks felt by taking these jobs they were being left further behind. For those looking towards the future, they wanted jobs to match that time horizon, not take them backwards.

OPPORTUNITY #1

INTERVENING AT THE RIGHT TIME & PLACE

Segment: The Tethered, The Wannabe Retirees

Pain Points: Not Knowing, Mistrust in self



Life on the streets and away from wage work is a culmination of shocks, stressors, and tumultuous life events. Relationship breakdown was one of the most common adverse events - often followed by loss of job, home, possessions, and sense of worth. Episodic substance abuse gave way to more frequent use, until people found themselves a fixture on the DTES to be closer to drugs and services.


Many remember their first weeks and months, and how their acclimation to the landscape was predicated on who they happened to meet. A segment is now ready to retire from the streets. What if services honed into particular transitions and critical events, and offered in-the-field, just-in-time supports to re-set narratives & networks?




Opportunity Area 1:
Intervening at the right time & place

At point of divorce

Divorce and employment are highly linked. What would it look like to open up space to explore life situations that shape identity & motivation? What would it look like to focus upstream, and engage industries with high rates of drug use (food services, arts, construction), before people find themselves on the DTES?

Opportunity At point of divorce 



What if there were mental health first aiders - volunteers trained in active listening, brief interventions, and armed with podcasts & resources - who could be accessed at workplaces, via 311, and public spaces to literally meet people where they are at?

Opportunity At point of divorce 



365 Marbles

Surviving a Breakup, One Marble at a Time

New scripts & roles: What if Embers became a platform for mutual aid groups - where peers would be recruited & supported to host meals on defining moments & situations.


From 365 Marbles:
This time, I'm committed to wait 365 days before entering a new relationship... I've gone to the toy store and purchased 365 marbles. Each day I take one marble away from my jar of marbles. Each day this action will remind me that I won't always be feeling as lousy as I do today... I'll write daily about my challenges, my triumphs, and my insights and each day will become less about my old partner and more about me. I've recruited my friends to keep me in check. The way I look at it is, I'm a fish in a pond of post-breakup sludge that muddies my clarity. How am I supposed to even know what I want in this murky mess? The sediment needs time to settle.




Opportunity Area 1:
Intervening at the right time & place


At point of diagnosis & treatment


When people like Fox were diagnosed with Hep-C and people like Matt woke up with an amputated leg, they struggled to process what had happened and their future. Work no longer seemed possible. What would it look like to enable people to make sense of change, and find new reference points?

Opportunity At point of diagnosis & treatment 



What if there were therapeutic prescriptions - where doctors, nurses, and pharmacists on the DTES - offered stories & suggestions, from healing circles to free massages to mutual aid groups, etc.

Opportunity At point of diagnosis & treatment 




New setting. What if Embers partnered with local pharmacies to engage people coming in for methadone treatment, to build relationships & slowly re-imagine possibilities for themselves?
> See Mint Pharmacy in Edmonton!




Opportunity Area 1:
Intervening at the right time & place


At point of move to DTES


Terry arrived on a Greyhound bus, and quickly found himself in a shelter downtown. Word-of-mouth led him to private employment services. What would it look like to engage people when they arrive in The DTES, before they get acclimated to the context.

Opportunity At point of move to DTES 



What if the DTES was set-up more like an outdoor festival space, with clearer signposting, information booths, and greeters unattached to one particular service?

Opportunity At point of move to DTES 





New role. What if Embers created a series of new peer roles - ambassadors, greeters, promoters - to meet people in parks, at the bus station, etc. and show them jobs (not programs) and possibilities?




Retirement is a rather exclusionary milestone in society - afforded to folks in traditional jobs. What


would it look like to talk about and enable people to 'retire' from work - formal or informal - on the DTES?

Opportunity **At point of retirement**  BC Skills Strategy



What if there were re-location packages, to help people ready to move-on set-up networks & opportunities in other parts of BC?

Opportunity: **At point of retirement**  Embers Cascade Works



New role & scripts. What if Embers recruited film students and matched with people wanting to 'retire' and 'create the next' chapter of their life?

OPPORTUNITY #2

SHIFTING SOCIAL NORMS

Segment: Wannabe Retirees, The Passionate Dormants

Pain Points: Insularity, Skepticism



The statistics are stark: about 80% of jobs are secured through people's informal networks, not through formal application processes. One of the double-edge swords of living on the DTES is people form strong & adhesive bonds with each other, but can lose touch with folks who can bridge them to other opportunities. Another double-edge sword is while people can feel accepted and understood, they can also lose touch with social reference points

and broader norms. We know that the way people spend their time is influenced by who is directly around them, and how they come to define what is normal, what is tolerated, what is good, what is bad. What if there were interventions to showcase and promote a multiplicity of social norms? What if healing & purpose paths were as visible as other norms you see on the streets?



Opportunity Area 2:
Shifting normal norms

Expanding reference points

When asked about available jobs, construction & outreach were common answers. Many people struggle to imagine what could be, and know of

few people in their network with alternative forms of work. What would it look like to normalize other kinds of examples & stories?



Opportunity Area 2:
Shifting normal norms

Growing networks

The people we met with jobs generally secured them through Facebook, existing connections, or friends

of friends. What would it look like to leverage social connections in different ways?



Opportunity Area 2:
Shifting normal norms

Creating Contexts


Fox and Tommy describe shelter life as pretty incompatible with working. Sleeping can be difficult. Getting up super early can be disruptive. And it's hard to be motivated when no


one else around you is doing the work thing. What would it look like if some housing catered to people with an appetite for working - and provided encouragement?

Opportunity Expanding reference points 



What if there were 'hop-on-hop off' style tours to workplaces and street fairs to showcase different typologies of work & learning?

Opportunity Expanding reference points 



New props. What if Embers used its storefront as much more of an open exhibition & storytelling space to highlight stories of a traditional work? What if stories were visualized?

Opportunity Growing networks 



What if there was a network of 'Local matchmakers' - residents of the DTES who already operate informally as connectors? How could they be legitimized and supported to introduce people to one another, and offer different kinds of reference checks?

Opportunity Growing networks 




New script. Friends talk to each other about what jobs are around, what is good work, etc. What if instead of working with individuals, Embers also worked with groups? What if friend groups were offered a lovely experience (e.g a picnic) to explore work together?

Opportunity Creating contexts 



What if there were theme houses - parts of shelters or shared houses with a common topic (e.g healing, computer sciences, building) with live-in mentors, film nights, chats, and related opportunities?

Opportunity Creating contexts 



New role & script. What if Embers ran a 'wake-up' service? A team of volunteers that finds people before shifts, offer toiletries, a hot cup of coffee, etc. and walked with them to their opportunities?

OPPORTUNITY #3

EMBRACING EMOTION

Segment: The Tethered, the Ping Pongers, the Dual Contemplators

Pain Points: Fear of expectations, Self hate & doubt, Yo-yoing



Emotions are some of the strongest barriers (and enablers) for action (and inaction). While much of the employment service landscape focuses on the more tangible, practical barriers to work (skills & resumes), two of the most significant barriers were (1) people's sense of self & worthiness and (2) people's anxiety and

fear. To cope, people may self-medicate or may find that these emotions manifest as anger, frustration, and aggression. What would it look like if interventions explicitly acknowledged and embraced emotions, and opened-up honest conversations about how work is understood and internally perceived?




Shame, embarrassment, and sadness are totally normal emotions that we may not always have words for - and yet influence so much of what we do. What would


it look like to have explicit offers around emotions, and move beyond the simple skills-based narrative of work?




A milkshake, fresh socks, a smile from a stranger, a beautiful painting, an Oscar Wilde poem. These were some of the 'simple' pleasures people talked about as being lifelines, but too far and few between.


Before people are willing to accept help or entertain ideas of the future, they have to believe they are worthy of a future. What would it look like to help people feel more worthy?

Opportunity **Talking about feelings**  Multi-Generations




What if there was a roving school of Street Philosophers - kinda like Spikes on Bikes, but with a mission to engage in reciprocal conversations around topics like love, belonging, purpose - and who have poems, books, art, etc. to give away on the spot?

Opportunity **Talking about feelings**  Embers Outside Works



New props & scripts. What if Embers re-organized its offers around emotions - the pain of work, the fear of expectations, the joy of achievement, etc. - and curated street art, writing, poetry, etc. around each? What if Embers used emotion trackers as part of its measurement practice?

Opportunity **Bringing joy into the everyday**  Multi-Generations



What if there was a city wide campaign for more human moments - not more charitable moments? Lots of people want to 'help' the DTES, but do so in ways that reduce dignity and control. How might we create a volunteer base that's about spreading beautiful, meaningful interactions?

Opportunity **Bringing joy into the everyday**  Embers Outside Works



New script, roles, setting. What if Embers ran a 'simple pleasures service' - pop-ups in that brought moments of joy, and used them as an opportunity to nurture relationships and slowly bring people around to the idea that they are worthy of more?

OPPORTUNITY #4

TACKLING

STIGMA

Segment: The Maybe Mayors, The Separate & Unattached

Pain Points: Disrespected, Insularity



“Ghosts.” “Lost souls.” “Lazy.” “Takers.” These were some of the words staff and owners of local businesses used to describe folks on the DTES. Perhaps because of the unique visibility of the DTES, the public and the business community craft their own stories to make sense of what’s going on. These stories may or may not match residents’ lived experience. About 40%

of the 35+ businesses we spoke to had a compassionate orientation towards the DTES community, but most were still not sure how to engage. Hiring can be a big first ask - particularly when they’ve not had opportunities for meaningful (and non-charitable) interactions before. What would it look like to foster more authentic moments between residents and the public?

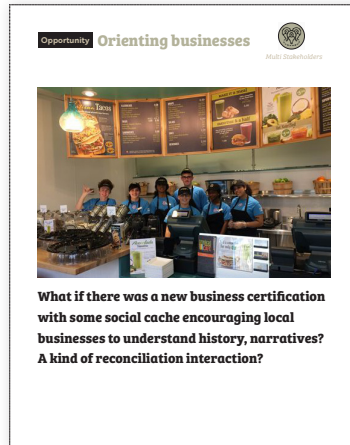


Opportunity Area 4:
Tackling Stigma

Orienting businesses

The DTES is an evolving and rapidly gentrifying community. At least 5 businesses in and around Embers opened within the

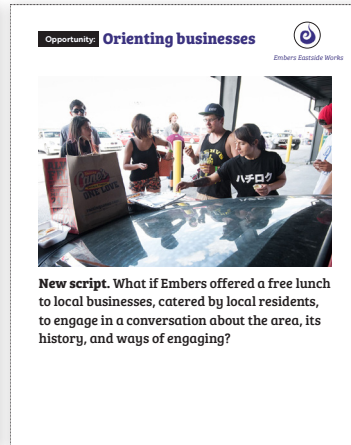
last 6 months. What would it look like to welcome new businesses to the area and engage them in a meaningful conversation?



Opportunity Orienting businesses



What if there was a new business certification with some social cache encouraging local businesses to understand history, narratives? A kind of reconciliation interaction?



Opportunity Orienting businesses



New script. What if Embers offered a free lunch to local businesses, catered by local residents, to engage in a conversation about the area, its history, and ways of engaging?



Opportunity Area 4:
Tackling Stigma

Opening up dialogue

Work is a really big idea - with a really big history. It's one of the primary organizing structures in our lives - and yet how many of us have a chance to understand its evolution,

interrogate its meaning, or re-imagine its role? Rather than just get more people into work, what if we were to open up a much wider conversation about work?

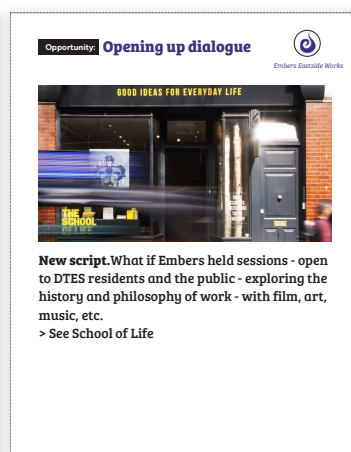


Opportunity Opening up dialogue



What if there were open neighbourhood dinners & dialogues around topics like work, leisure, and self-sufficiency to spark deeper dialogue (and not make unemployment another stigmatizing thing)?

1 vote



Opportunity Opening up dialogue



New script. What if Embers held sessions - open to DTES residents and the public - exploring the history and philosophy of work - with film, art, music, etc.
> See School of Life

2 votes

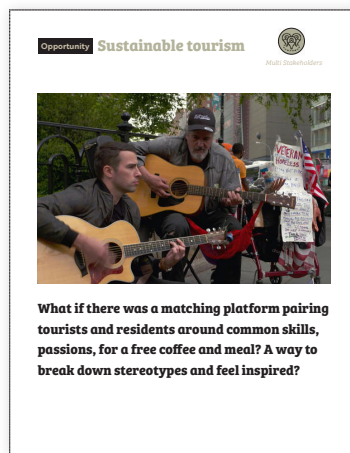


Opportunity Area 4:
Tackling Stigma

Sustainable Tourism

We met a number of tourists who seemed lost, scared, or just unsure how to interact. We saw tour groups avoiding East Hastings, or spreading a narrative of fear & hopelessness. On the flip side, we saw a

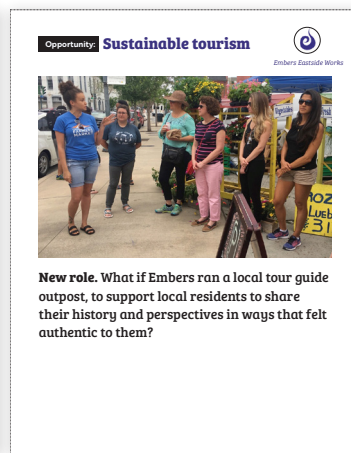
resident in a jam session with a tourist from Hawaii and loving it. What would it look like to bring tourists and residents together in more meaningful, and less exploitative ways?



Opportunity Sustainable tourism



What if there was a matching platform pairing tourists and residents around common skills, passions, for a free coffee and meal? A way to break down stereotypes and feel inspired?



Opportunity Sustainable tourism



New role. What if Embers ran a local tour guide outpost, to support local residents to share their history and perspectives in ways that felt authentic to them?

OPPORTUNITY #5

RE-SETTING ENDS

Segment: Hopeful Planners, Maybe Mayors, Joyless Transactors, Opportunity Seekers
Pain Points: Purposelessness, Futility, Alienation, Exploitation



Work is a big, catch-all category. The definition is broad: “to be engaged in physical or mental activity in order to achieve a purpose or result.” Managing your addiction and surviving is work. Looking after and caring for people is work. Sharing your perspective and

shaping decisions is work. And yet these kinds of activities are not typically recognized as work. What would it look like to actively expand the category of work, and re-frame conditions for engagement?



Opportunity Area 5:
Re-setting Ends

Caring as Work

Friendships are strong in the DTES. People like Brian are often at their friend's side - pushing their wheelchair, running errands, advocating for them. Just like there is family leave, what if there was an equivalent for friends to play a role when there is an illness or unexpected events?

Opportunity Caring as work



What if there was a caring allowance that friends could apply for to look after a friend going through a rough patch, and increase likelihood of their attendance at appointments, etc?

Opportunity Caring as work



New script/role. What if Embers informally recognized people in a caring role - with celebrations, lunches, etc. - and helped them recognize the transferable skills?



Opportunity Area 5:
Re-setting Ends

Representation as work

Lived experience is increasingly recognized as an important form of experience - but there isn't typically the same remuneration for it as there is for corporate experience. While plenty of non-profits in the DTES have people with lived experience on their board, what would it look like to spread and improve the practice?

Opportunity Representation as work



What if the city incentivized companies with involvement in the DTES (developers, start-ups) to have a resident board member?

Opportunity Representation as work



New script. What if Embers ran a service that trained and matched people on the DTES to local and corporate boards, and paid them for their time?



Opportunity Area 5:
Re-setting Ends

Healing as work

Taking care of self and engaging in the long process of healing is incredibly hard work. Rather than prematurely compel people into wage work, what would it look like to embrace addiction & grief/loss as work?

Opportunity Healing as work



What if Work BC offered healing fellowships - periods with additional funding for a life coach, and access to a range of therapeutic experiences?

Opportunity Healing as work



What if Embers offered a range of different fellowships each quarter - writing, music, furniture making, healing - each with a local mentor, to start to value different types of work?

Opportunity Area 5:
Re-setting Ends



Sharing Work

Tim and Marvinne were able to find a cleaning job that they could do together. For many people, being able to take on a job with a friend or partner adds a layer of security and confidence. What would it look like if work could be for two, not just one?

Opportunity **Sharing work**



Multi Stakeholders



What if you could sign-up for job shares and job shadows as a way to see what was out there?

Opportunity **Sharing work**



Embers Eastside Works



What if Embers worked with a small group of employers to create shared jobs - where people could do the work together - same quantity, but over a shorter period of time?

OPPORTUNITY #6

RE-SETTING MEANS

Segment: The Balanced Doers, The Passionate Dormant

Pain Points: Daunted, Not Knowing



How do you find a job? There's the employment services route, and there's the informal networks route. Employment services are typically building based - you go to them, answer questions about your skills and experience, make a resume,

augment your skills in workshops, and wait for an opportunity to materialize. What would it look like to flip some of these scripts, turn passions into viable hobbies, and keep people inspired & engaged along the way?

Opportunity Area 6:
Re-setting Means



Coming soon near you

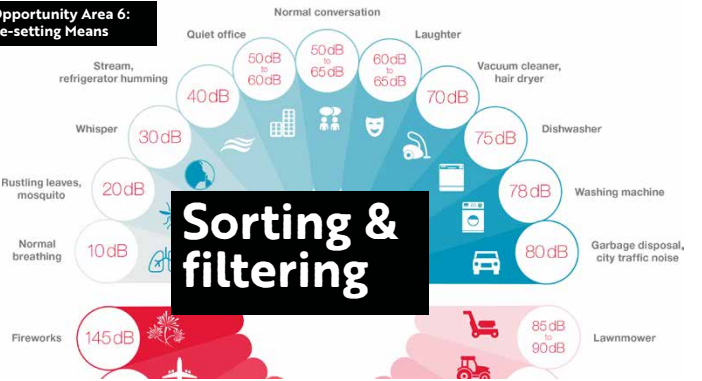
For folks on the cusp of working, often, there are specific barriers preventing work. Walking into a service to address these barriers can

be intimidating. There can be a process for everything! What would it look like if help came to you?

Opportunity **Coming soon near you**

What if Embers ran a roaming barrier busting service, where they went out to see what was stopping people from applying for work. Rather than refer people to other services, what if they could give phone access, transit cards, work clothes, and sort out other common barriers on the spot?

Opportunity Area 6:
Re-setting Means



Sorting & filtering

Jobs are typically organized by kind (construction, retail), by time (full-time, part-time), and by wage level. But the people we've met that are successfully employed also talk about

purpose & the fit with the environment (loud vs. quiet, etc). What would it look like to organize and match people to work in different ways?

Opportunity **Sorting and filtering**

What if jobs in the DTES were sorted by (1) purpose and (2) environmental factors? What if there was more attentiveness to what made for a match?

Opportunity **Sorting and filtering**

New role. What if Embers had job tasters - people who went out to see different jobs on offer and find a way to communicate about them?

Opportunity Area 6:
Re-setting Means



Booking & coordinating

James wants to grow his power washing service. Jamie would like to explore furniture making. Warren is interested in pet sitting.

But, it's a lot of work to coordinate small jobs. What if there was shared backend infrastructure for micro-businesses?

Opportunity **Booking and coordinating**

New role & script. What if Embers provided the administrative functions for micro enterprises - like booking and payment, plus marketing?

Opportunity Area 6:
Re-setting Means



Motivating & sustaining

Keeping motivation up during the job search can be tough. For folks not quite ready to embark on a job search, exploring their motivations and re-engaging

with their interests is a big first step. What would it look like to work at the motivational level - not just the job level?

Opportunity **Motivating and sustaining**



New props. What if people signed-up to a passion box (e.g painting, woodwork, poetry) and could come by Embers to pick-up a box with some inspiration and exercises? As a way to keep people's minds stimulated on their terms?

Total counting of votes from the playback.

SEGMENTATION

For whom does Eastside Works exist?

- 6 Balanced Doers
- 5 Opportunity Seekers
- 4 Maybe Mayors
- 3 The Dual Contemplators
- 2 The Ping Pongers
- 1 The Separate & Unattached
- 1 Passionate Dormants

TOP INSIGHTS

In what ways could Eastside Works meet those demands? Drawing on which insights?

- 6 Emotions First
- 4 Network Success
- 4 Quality not just Quantity
- 1 Future Jobs
- 1 Programs over Jobs
- 1 Work for What

OPPORTUNITY AREAS

What's the big idea of 'work' - what could it be?



Multi Stakeholders

- 8 Caring as work
- 4 Healing as work
- 3 Growing networks
- 3 Creating contexts
- 3 Orienting businesses
- 2 Intervening at the point of divorce
- 1 Opening up dialogue
- 1 Representation as work
- 1 Bringing joy into everyday life
- 1 Sorting & filtering



Embers Eastside Works

- 5 Coming soon near you
- 5 Orienting businesses
- 4 Intervention at the point of moving into DTES
- 3 Sustainable Tourism
- 2 Opening up dialogue
- 2 Bringing joy into everyday life
- 2 Booking & coordinating
- 2 Intervention at the point of diagnosis
- 1 Sorting & filtering
- 1 Sharing work
- 1 Representation as work
- 1 Caring as work
- 1 Intervention at the point of retirement
- 1 Growing networks
- 1 Creating contexts
- 1 Talking about feelings