

Early ideas
for co-design

Store For More

Settlement information when
you need it, where you need it.

Neighbourhood swap shops for
newcomers where they already are,
providing inspirational information and
helpful stuff for the transition to Canada.



Meet Jonas

He is fed-up. Jonas has only been in Canada a few months but this is not how he imagined his new life. In Iraq, he was a successful lawyer. Here, he's been working the meat counter at a grocery store. That is until he got fired for inquiring about paid breaks. Jonas is at a loss. He's not sure where to turn.

Jonas steers away from formal services. Case workers and employment centres feel foreign. They didn't have them in Iraq. He doesn't want to draw on government funds: they are for people in worse situations than him. He would feel ashamed taking spots away from those who need help more.

Every week, he makes the trek to an Arabic grocery store. He has struck up conversations with the store keepers. They offer advice, but aren't very aware of specific opportunities out there.

Jonas would love to find opportunities in his field of interest. He knows qualifying for a lawyer in Canada may not be realistic, but how might he stay involved in the justice sector? He'd like to know about other people like him, and their trajectories.

Jonas is pretty sure he can figure it out with a bit of inspiration from peers, and guidance on where to turn next. On his next visit to the grocery store, he's surprised when the shop owner points him to the 'Store for More' shelves. They have just what he's been looking for ...

What is Store for More?



Jonas is grocery shopping and after check out he sees a sign, Store for More: tools to help your transition to Canada.



Jonas is curious about all the different content on the shelves. He picks up the "10 ways to stay involved with the law" package.



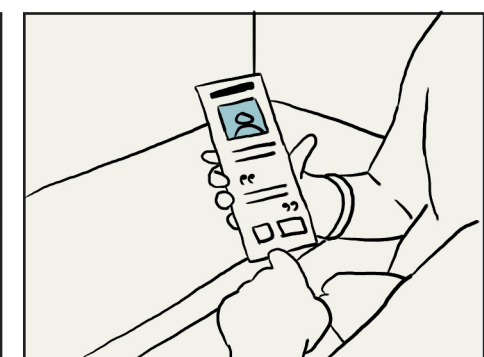
Jonas uses the card deck to explore learning and volunteer opportunities in law. Now he has a starting point and people to contact.



A few weeks later, he returns. The shop keeper points out some new products, like the resiliency package with a podcast and journal.



Jonas feels more hopeful. He has set-up a coffee with a newcomer who studied to be a paralegal. The podcast was reassuring.



Over time, Jonas gains back his confidence. He creates a package of helpful guidance for the next newcomer.

Who to partner with?

What might be the revenue model?

- **Grants:** IRCC, cities
- **Corporate Sponsorship:** Big box grocery stores, pharmacies, banks
- **Advertising Revenue:** Content packages could be sponsored by organizations & businesses who want to develop relationships with a new consumer group

Who might we partner with to deliver Store for More?

- Grocery stores
- Optical stores
- Newcomer run businesses
- Banks
- Night schools
- Hairdressers
- Mosques and Churches

Who might we partner with to develop Store for More?

- **Libraries:** finding fresh ways to re-package and distribute content in communities
- **Professional associations:** working with professions to make pathways clear & accessible
- **Art, music, play therapists:** to curate content about emotions & transitions.
- **Community groups:** Tapping into newcomers & immigrants with lived experience
- **Technical colleges:** collaborating to create packages that bring to life study & career options that may be less well known.

Co-create this idea! Get in touch

In Surrey



Alysha Baratta
Impact Producer
with Options Community Services
alysha@inwithforward.com
(604) 349 5221

In Toronto

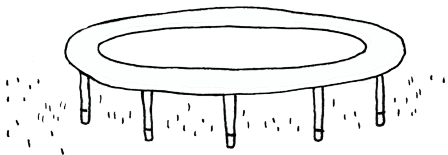


Jennifer Chan
Impact Producer
with North York Community House
jenn@inwithforward.com

For more info about the design process behind Store for More:



Check our website or contact us!
www.inwithforward.com
hello@inwithforward.com



The Big Idea

a shift from

Cut and dry information provided in service settings, during working hours -- with the intent of educating newcomers.

To...

Peer-curated information & guidance to address the existential and emotional realities of moving to Canada, accessed in everyday settings -- with the intent of inspiring newcomers.

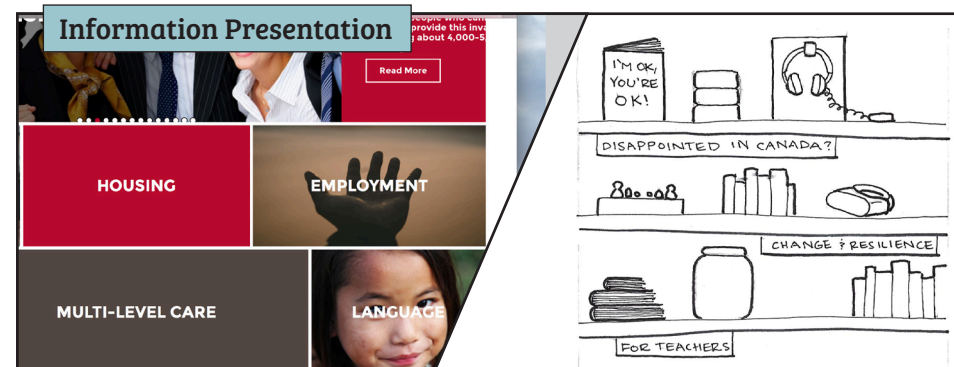


What if accessing inspirational information was as easy as buying bread?



Now: Information distributed formally in hubs and through case workers.

With Store for More: Find information independently via small businesses and informal community.



Now: Information is organized around service area ex: employment, housing, health etc.

With Store for More: Information is packaged categorically and thematically ex: by emotions, by profession categories, by topic.

Solves the problem of:

- **Underutilization:** a segment of newcomers don't see services as for them, or find the hours out of reach.
- **Incomprehensible:** a lot of written information doesn't make sense to newcomers, isn't engaging, or action oriented.
- **Missed opportunity:** newcomers gravitate to grocery stores and vendors who speak their language so why not enhance the quality of the resources there?

Three core features



Offers Conversation Starters

Information is packaged according to feelings (nostalgia; frustration), purpose (law, health, art); relationships (talking to your kids); and place (Canadian schools, camping, parks).



Lends Hands-on Materials

Not just text based information:
Packages include objects, card sets,
podcasts, materials that you can lend/
swap.



Placed Hyper-locally

Located in the places newcomers are already in: grocery stores, apartment complexes, bus stops with local business owners trained-up to provide guidance.

Key user groups



Service avoiders

Newcomers who don't use formal services. Some don't believe they should use government help; some have had poor experiences with services previously; others do not want to be dependent on a case worker for help.



The service uninformed

Newcomers who either don't know settlement information exists, or don't know where/ how to access it. For many, long working hours prevent use, or fear of going to unfamiliar places and neighbourhoods

How does Store for More make change?

Using these mechanisms

- Barrier Busting: information is packaged and distributed in more accessible ways.
- Taster Experiences: giving newcomers exposure to greater range of stories, strategies, and networks
- Story Editing: content that gives newcomers the opportunity to reflect and reframe how they see themselves.

Key determinants

- Knowing where to go for guidance.
 - Greater motivation to pursue change.
- Feeling more hopeful and with more to look forward to.
- Having more options of people to talk to and places to go in community.
- Having experiences and feelings normalized and put into context.

Key Outcomes

Greater sense of agency & control

Increased self-actualization

Increased future orientation and sense of possibility

Improved emotional state: decreased stress, confusion, helplessness and regret.

At an individual and systems level

Individual

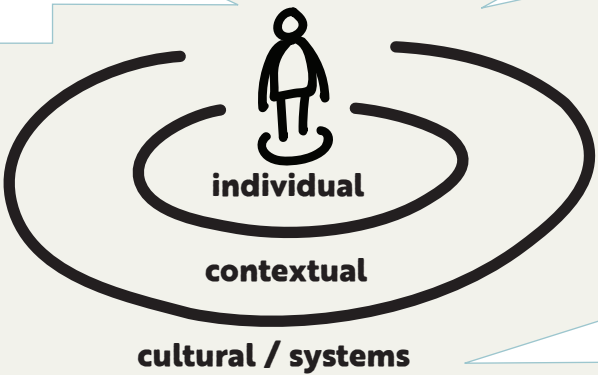
- Enhances newcomer's sense of competence and control

Neighbourhood

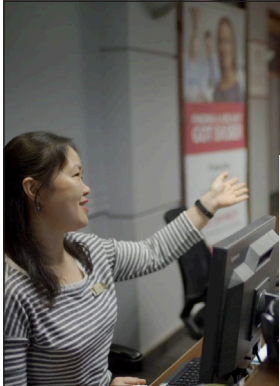
- Grows partnerships with local businesses
- Leverage informal resources
- Builds stronger social capital

Culture & Systems

- Sparks more interaction between newcomers & community members, shifting social perceptions & expectations
- Shapes how systems conceive, package, and distribute information



What else is out there like this?



Settlement Services

What's similar: Provide settlement information for newcomers.

How is Store for More different?

- Information provided in community in the places newcomers already are
- Information focused on experiences, not just facts
- Business owners & locals trained to provide guidance



Community Centres & Libraries

What's similar: Provides books, brochures, signposting

How is Store for More different?

- Range of creative and interactive artifacts, not just static information delivery
- Content delivered in commercial spaces where newcomers already go



Thingery Lending Libraries

What's similar: A location for people to borrow equipment, tools, materials

How is Store for More different?

- Specific for newcomers in different languages with content geared towards their relational needs
- Builds deeper relationships between newcomers, local businesses & community



Toronto/Vancouver Tool Library

What's similar: A place that lends tools for a designated amount of time

How is Store for More different?

- Tools, kitchen appliances, toys, craft supplies packaged around newcomer topics & questions