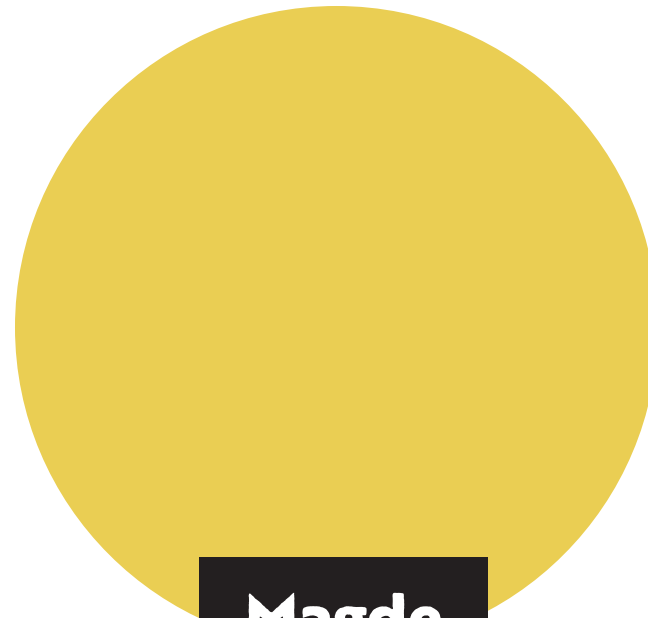


Early idea  
for co-design

# Hospitality Hosts

Making inhospitable spaces hospitable with Diversity Design

Multicultural training and design for businesses and organizations by teams of newcomers.



Magde

“As-salam alaykom,” Magde says as you walk through the doors to the pharmacy. Everyone is greeted with a hello and a smile.

Pharmacies can be intimidating places, especially if you don't speak the language. So too can hospital waiting rooms, government offices, banks, really anywhere where you don't know the rules and you aren't in control.

“Canadians are polite, but services are formal and scary,” a newcomer named Ahmed said.

That's where Magde comes in, helping Arabic-speaking newcomers navigate the health care system, dropping of medications at home, and explaining how things work. But, it's not just on Magde. Magde works within a medical clinic dedicated to providing culturally-competent care. He offers advice and guidance to his colleagues, sharing his knowledge of culture.

With Hospitality Helpers, organizations & businesses can access culturally relevant advice and guidance. Working in multi-cultural teams, Hospitality Hosts are newcomers trained to share their cultural practices, bust myths, and co-design spaces that are hospitable for all. Now staff don't have to learn about cultural competence from webinars and PowerPoint presentations, but from the people who know it best. This is diversity design.

## What is Hospitality Hosts?



Ghida is at her doctor's office waiting. She notices the walls are blank and the office has no character. It feels unfamiliar and she can't relate. She feels like she doesn't belong and isn't keen to come back.



Ghida is at her doctor's office again. The space is different. There is more inviting places, cultural objects about health and things to read and engage with. She feels acknowledged and welcome.



The receptionist tells her they contracted Hospitality Hosts - a team from different backgrounds to make the space inviting to different cultures.



Ghida is curious, she feels that's something she could do and joins a Hospitality Host dinner. There she sets up her profile to become a host.



Ghida's got her first project. She meets her team and works to redesign a bank's reception area in her neighbourhood.



Newcomers feel more welcomed in formal spaces. Newcomers who have taken on the role as hosts feel accomplished & more involved in their community.

## Who to partner with?

### Who might we partner with to deliver Hospitality Hosts?

- Service Canada
- Vancouver Coastal Health
- Local Health Integration Networks
- Pharmacy Networks
- Canadian Customer Service Association

### Who might we partner with to develop Hospitality Hosts?

- Cultural studies / Creative & critical studies programs & faculty at UBC, UofT, Ryerson
- Design agencies (social focused arms like Fjord)
- University design programs, Capstone projects
- Indigenous Elders

### What might the revenue model be?

- **Social Enterprise Consultancy:** Hospitality Hosts is a social enterprise which charges a fee-for-service to participating organizations, runs workshops, events.
- **Partnerships:** Working alongside Toronto/Ontario/BC/National Arts Councils to create objects/artefacts for spaces.

## Co-create this idea with us! Get in touch ...

### In Surrey



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### In Toronto



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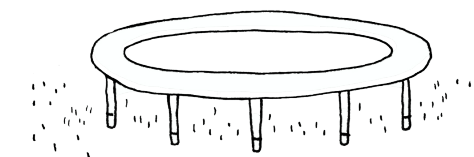
## For more info about the design process behind Hospitality Hosts:



Check our website or contact us!

*www.inwithforward.com*

*hello@inwithforward.com*



# The Big Idea

a shift from

A Canada that embraces the idea of multiculturalism, but whose spaces and social interactions can be bland and unwelcoming.

to...

A Canada that brings **multiculturalism into everyday spaces and interactions**, celebrating the hospitality & healing cultures of newcomers.

HELLO

HI



## What if every public space frequented by newcomers felt safe & inviting?



Sense of place

**Now:** the hospital waiting room is bland with all English magazines, no explanation of what to expect inside, and staff unsure how to interact with newcomers.

**With Hospitality Hosts:** the waiting room includes a healing corner with objects from Afghanistan, Punjab, and Mainland China; paintings of healing waters; and prompt cards in each language.



Pride & Validation

**Now:** newcomers are passive beneficiaries of services, showing up to spaces & services that don't always acknowledge their cultures & practices, and often feeling they must hide their identity.

**With Hospitality Hosts:** newcomers can take on a role that explicitly values their cultural identity and brings people from across cultures together to learn each other's practices.

### Solves the problem of:

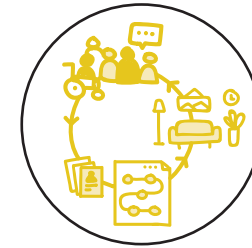
- **Inhospitable**  
Newcomers too often feel government offices, hospitals and businesses are stark and unhelpful.
- **Uselessness**  
Newcomers' credentials often aren't recognized, and they aren't sure the value they bring. There are few paid roles specifically designed for them.
- **Voiceless**  
Because of language barriers, newcomers can feel unheard. This contributes to a sense of futility.

### Three core features



#### Roles for newcomers

Hospitality Hosts draws on the strengths of newcomers. No credentials or resumes are needed: just a desire to share cultural traditions with others. In exchange, Hospitality Hosts offers paid work experience and focused English language learning.



#### Diversity design

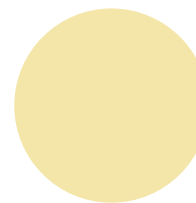
Hospitality Hosts offers a set of design methods and facilitative tools to bring newcomers together from different geographies & cultures to co-create welcoming spaces and social interactions.



#### Higher ground

Accommodating many cultures too often means catering to the lowest common denominator. Hospitality Hosts seeks the highest common ground: finding points of intersection between cultures, and celebrating hospitality and healing.

### Key user groups



#### The Unsure Professionals

Staff of organizations & institutions who come into contact with lots of newcomers, but feel unsure how to engage or mediate the communication divide.



#### The Stymied Contributors

Older newcomers like Guida, Nasir and Rose who love social interaction and are keen to share their culture with others, but feel stymied by the language and a lack of opportunity for their age group.

# How does it make change?

## Hospitality Hosts uses these mechanisms...

- Story editing, enabling newcomers to blend new & old identities
- Taster experiences, across different organizations and work environments
- Modeling & rehearsal, working alongside staff of hospitals, banks, and org. to show culturally competent practice
- Beauty, paying attentive to environment and objects to increase comfort and reduce anxiety

## ...to shape these factors...

- Providing opportunities for newcomers to reflect on and share their cultural traditions
- Validating newcomers' experience with a recognized role
- Building capability within services to listen and understand
- Creating warm, welcoming and inviting spaces

## ...to get to these outcomes

Greater pride & sense of belonging

Greater newcomer service engagement

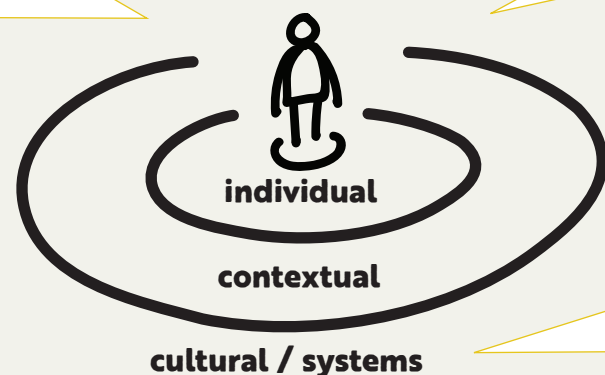
Increased sense of agency and purpose

Greater confidence and competence to interact with people from different cultures

## How might it enable broader change?

### Individual

- Increases comfort for newcomers in unfamiliar or unwelcoming places
- Provides leadership roles for newcomers to contribute expertise



### Neighbourhood

- Builds organizational capacity to engage with newcomers
- Models diversity design for application in other spaces

### Cultural / Systems

- Spreads inclusive values within public spaces & social interactions

# What else is out there like this?



### Youth Advisory Team, Surrey LIP

What's similar: People with lived experience providing input to decision makers

How is this different from Hospitality Hosts?

- Not a social enterprise consultancy
- Not focused on physical spaces; Only for youth



### MSSA's Safe Harbour Diversity Training

What's similar: Training for staff about diversity

How is this different from Hospitality Hosts?

- Behind-the-scenes trainings, intangible to users, rather than providing a visible change in the service
- Hospitality Hosts is co-produced by newcomers from diverse cultures



### Library Champions

What's similar: structured volunteer opportunity for newcomers with learning & professional development

How is this different from Hospitality Hosts?

- Exists only within the library & within one's own culture
- Hospitality Hosts curates teams across cultures



### Ten Thousand Coffees

What's similar: Platform to connect people to meet strangers for coffee

How is this different from Hospitality Hosts?

- Does not change institutional spaces, services.



### Human Library

What's similar: Learning from people's personal experiences

How is this different from Hospitality Hosts?

- Focus is on exchanging experiences in a community, versus shifting organizational environments and culture.
- Hospitality Hosts is a paid role.