

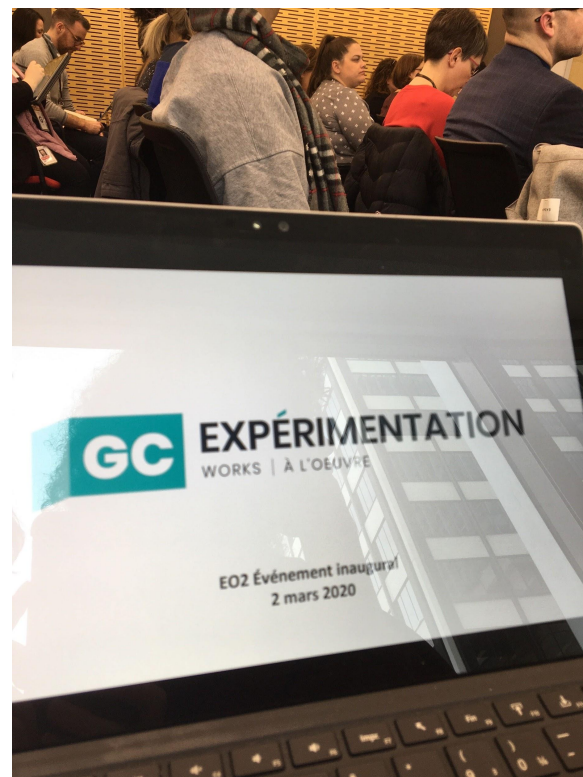
EW2 Final Event: Executive Showcase



EXPÉRIMENTATION
WORKS | À L'OEUVRE

April 8th, 2021/ le 8 avril 2021

A little over one year ago ...



Overview of the Experimentation Works 2 Cohort



Dedicated
Experts



Project
Teams

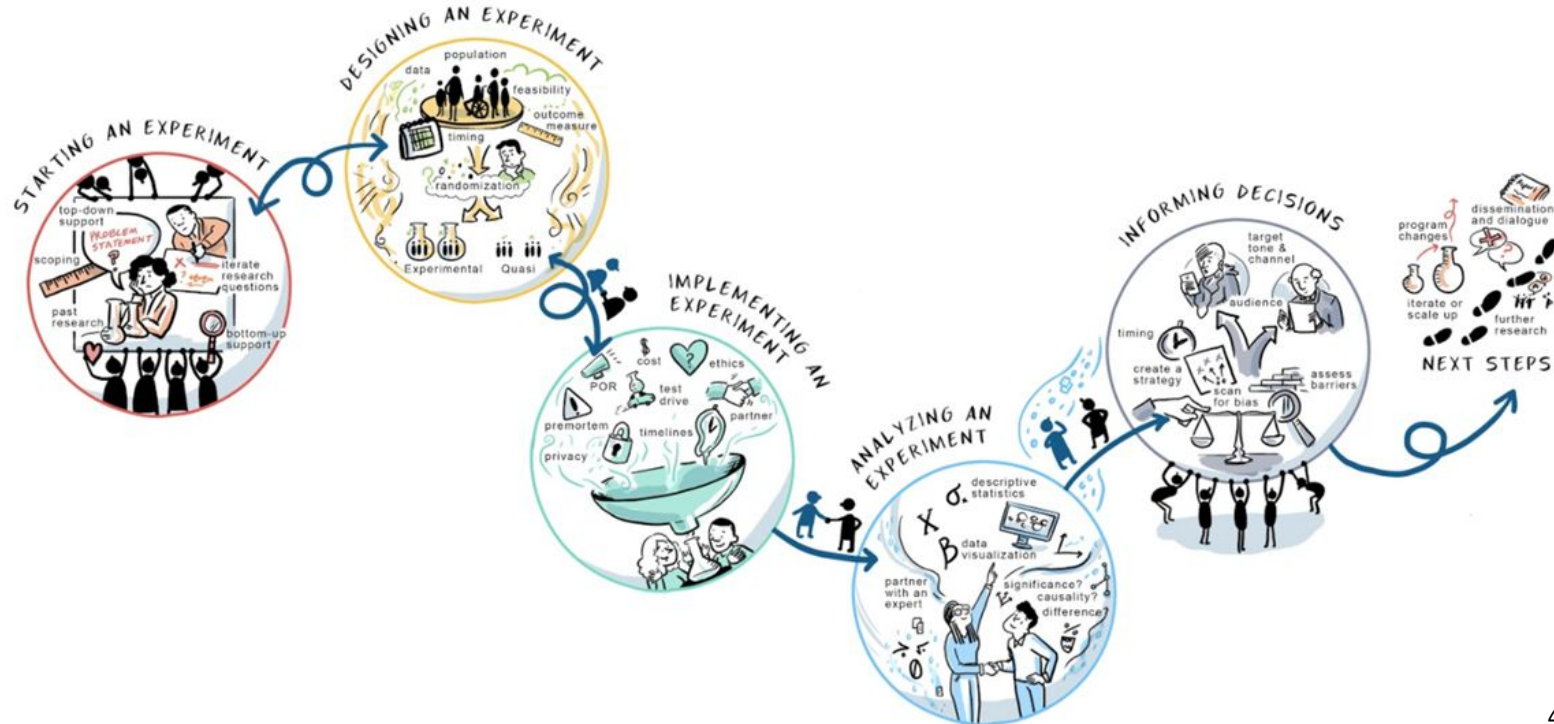


Observing
Teams



TBS
Support

The experimentation process



The EW2 timeline:



Experimentation Works 2 by the numbers

26 Project proposals

≅ **85** Cohort participants

24 Learning events and cohort calls

≅ **1000** Event participants

30+ Dedicated experts

9 Project teams + **5** Observing teams

16 Federal departments

4 External organizations

A special thank you to our experts

**Justine Baron -
IRCC**

**Guillaume
Beaulac - GAC**

**Pierre-Olivier
Bédard - TBS**

**Chris Brassard
- CRA**

**Preet Chauhan
- ESDC**

**Bruno Émond
- NRC**

**Marvin Ferrer
- NRCan / HC**

**Hélène
Fournier - NRC**

**Rebecca
Friesdorf -
ESDC**

**Kimberly
Girling - E4D /
HC**

**Monica
Granados -
ECCC**

**Emilie Eve
Gravel - ESDC**

**Michael
Hewlett - PCO
/ ESDC**

**Jesse Howell -
ISED**

**Joanna Katter
- IRCC**

**Laaraib
Khattak - IRCC**

**Christine
Kormos - B.C.
BIG**

**Shawn
McGuirk -
NSERC**

**Noushin
Nabavi - BC
Gov't**

**Keith
O'Rourke - HC**

**Ashley Pullman
- BC Gov't / U of
Ottawa**

**Deepa
Pureswaran -
NRCan**

**Sara Rubinfeld
- DND**

**Sinthujaa
Sampasivam -
ISC**

**Arashdeep
Sharma - ISED**

**Janice Singer -
NRC**

**Marius Kouamé
Sossou -
StatCan**

**Norman
Vinson - NRC**

**Victoria Wang
- GAC**

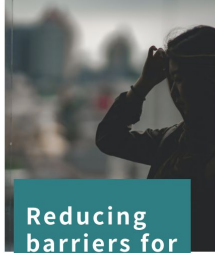
**Alana
Westwood -
NRCan / Dal**

**Greg White -
NRCan / ESDC**

**James Wiley -
CRA**

**Morgan Wong
- NRCan**

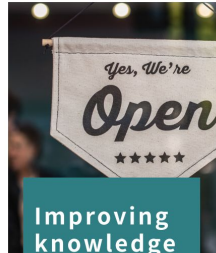
Nine projects



Reducing
barriers for
youth
services
(ESDC) +



Researching
public trust
in food
labels
(AAFC) +



Improving
knowledge
delivery
to business
(ISED) +



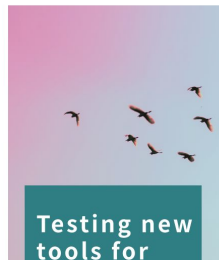
Improving
consumer
incident
reporting
(HC) +



Increasing
completion
of Gs&Cs
applications
(ESDC) +



Estimating
the value of
free online
services
(STATS) +



Testing new
tools for
species
protection
(ECCC) +



Improving
uptake of
Self-ID in
government
(TBS) +



Measuring
value of
evaluation
products
(GAC) +

Insights from the experimentation journey

Ensure access to the necessary **time**,
expertise and **data**



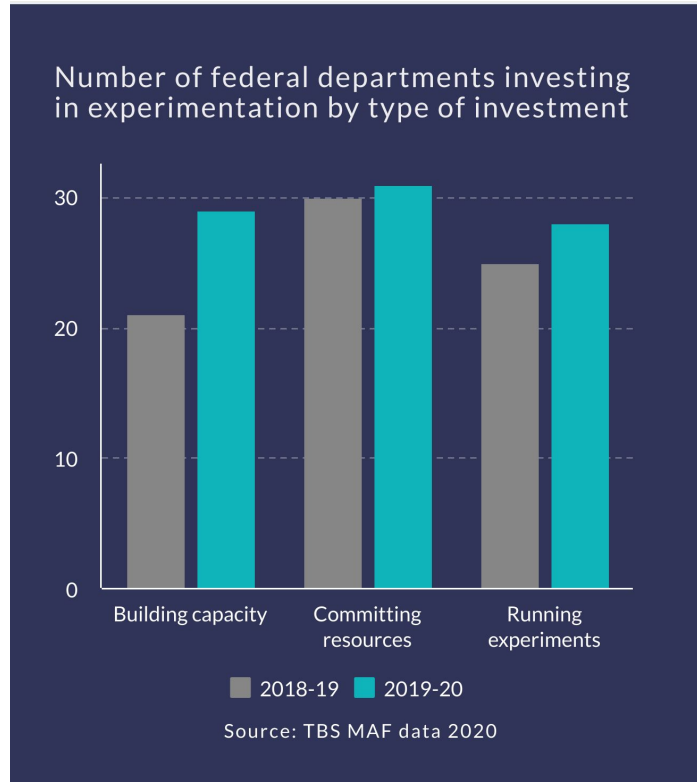
Ensure a solid **ethical**
and **human-centered**
research foundation



Overcome barriers through
strong **cross-functional**
collaboration



Part of a larger GOC-wide focus on experimentation



Our agenda today

| | |
|--------------------|--|
| 1:15-1:45 (30m) | Behind the Scenes: A Closer Look at Three of our Projects <ul style="list-style-type: none">• ESDC: Exploratory Research for the Youth Employment & Skills Strategy Program• ECCC: Advancing Multi-species Conservation in the Boreal Forest• TBS-OCHRO: The Self-Identification Modernization Project |
| 1:45-2:25 (40m) | KEYNOTE PRESENTATION by the B.C. Behavioural Insights Group <p><i>This presentation will focus on the impact of experimentation in a government context & in informing a response to Covid-19</i></p> |
| (5m) | Closing |

Next Agenda Item: **Behind the Scenes: A Closer Look at Three of our Projects**



EXPÉRIMENTATION

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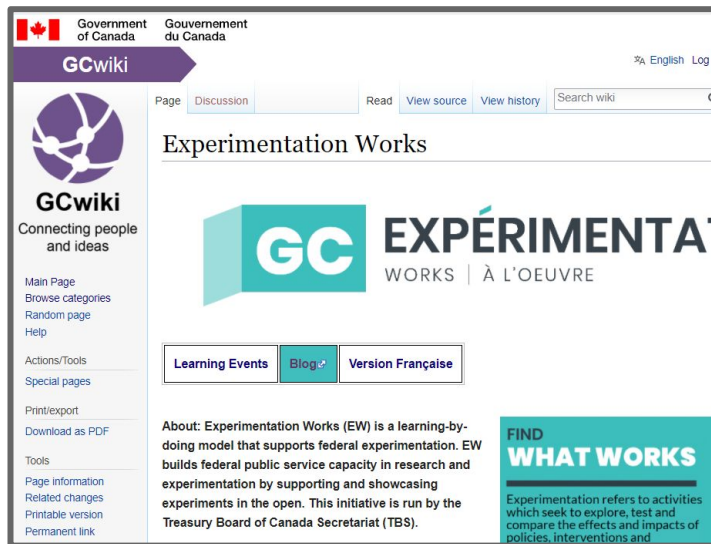
**Next Agenda Item: Keynote Presentation by
the B.C. Behavioural Insights Group**



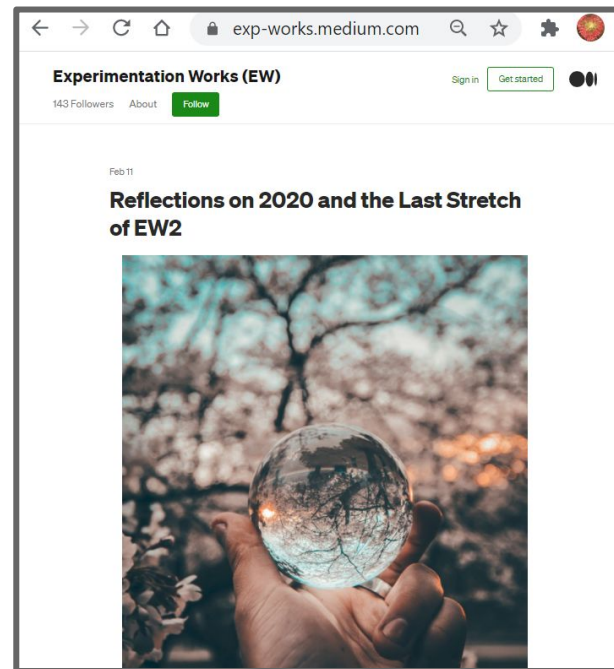
EXPÉRIMENTATION

WORKS | À L'OEUVRE

Read more about EW online!



GCwiki page (Public)
wiki.gccollab.ca/Experimentation_Works



Medium blog (Public)
exp-works.medium.com



ANNEX

What is Experimentation Works?

Experimentation Works (EW) is a TBS-led initiative to build federal government capacity in experimentation through a unique learning-by-doing model that supports and showcases a variety of experiments in the open.

FIND **WHAT WORKS**

Experimentation refers to activities which seek to explore, test and compare the effects and impacts of policies, interventions and approaches in order to inform evidence-based decision-making. In short, it attempts to answer a simple question: "What works?"

EW supports both exploratory and experimental research



Exploratory Research

Purpose: To better understand the context of your initiative.

For example: what is the user experience of my service?

Methods include: qualitative research, literature review, ethnography, survey designs, and baseline data comparisons.



Experimental Research

Purpose: To compare outcomes of different interventions.

For example: which version of my service performs better?

Methods include: A/B test, randomized control trial, quasi-experiment, field experiment, cost-benefit analysis.

A brief history of Experimentation Works (2017 - 2020)



2017

Foundations

A small team at TBS begins supporting federal experimentation with direction, reporting, governance and resources.



2018

EW1 is launched

With the collaboration of 8 other federal departments, we launch our first cohort of experimenting in the open.



2019

Scaling up

In 2019, we wrapped up the first cohort, took stock of what we learned, and launched the process to begin a second, expanded cohort.



2020

EW2 is launched

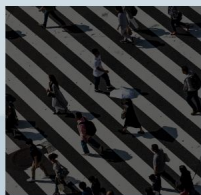
In early March 2020 we formally launched the second cohort of EW (twice the size!) and are on track to sharing final results in early 2021.

A few of our learning events topics



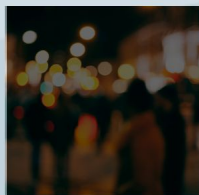
Foundations

Foundations for a behavioural intervention project



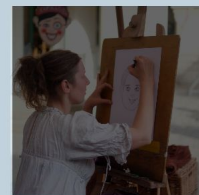
GBA+

Integrating gender-based analysis plus (GBA+) in research



Ethics

Ethics in experimental research



Mixed Methods

Mixed methodology and experimental projects

A few insights generated by the EW2 experience:

The outcomes of experimentation are inherently uncertain. This can be uncomfortable but raising awareness about the value of this process can improve how we deliver services to Canadians.

Experimentation Works is built on interdisciplinary teams that combine, for example, scientific expertise with deep program knowledge. We need more teams like this in government.

True experiments are very precise. But it never makes sense to start there if you haven't first done your exploratory work (e.g. literature review, user testing).

Contracting and procurement delays can be a significant barrier to initiating research, especially for more 'novel' forms of research like ethnography.

EW2: List of Partners and Participants

| Coordinating Department | Support Departments | | | Participating Departments | Observe & Learn Departments | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------------------|--|---|--|---------------------------|-----------------------------|---|-----|------|------|-----|------|-------|-----|-------|----|-------|------|-----|--|------|----|------|------|------|----------|--------------|-----|-----|--|------------------------------------|
| TBS | Providing experts: <table><tr><td>CRA</td><td>ISC</td><td rowspan="7">External: - Evidence 4 Democracy - Government of BC - Dalhousie University - University of Ottawa</td></tr><tr><td>DND</td><td>ISED</td></tr><tr><td>ECCC</td><td>NRC</td></tr><tr><td>ESDC</td><td>NRCan</td></tr><tr><td>GAC</td><td>NSERC</td></tr><tr><td>HC</td><td>Stats</td></tr><tr><td>IRCC</td><td>TBS</td></tr></table> | | | CRA | ISC | External: - Evidence 4 Democracy - Government of BC - Dalhousie University - University of Ottawa | DND | ISED | ECCC | NRC | ESDC | NRCan | GAC | NSERC | HC | Stats | IRCC | TBS | Leading 9 projects: <table><tr><td>AAFC</td><td>HC</td></tr><tr><td>ECCC</td><td>ISED</td></tr><tr><td>ESDC</td><td>StatsCan</td></tr><tr><td>(2 projects)</td><td>TBS</td></tr><tr><td>GAC</td><td></td></tr></table> | AAFC | HC | ECCC | ISED | ESDC | StatsCan | (2 projects) | TBS | GAC | | ECCC ESDC IRCC PCH TBS |
| CRA | ISC | External: - Evidence 4 Democracy - Government of BC - Dalhousie University - University of Ottawa | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DND | ISED | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ECCC | NRC | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ESDC | NRCan | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| GAC | NSERC | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| HC | Stats | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| IRCC | TBS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AAFC | HC | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ECCC | ISED | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ESDC | StatsCan | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| (2 projects) | TBS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| GAC | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Financial support: ECCC, NRC, PCH | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |