

# Pitching to the ESDC Lab

The ESDC Lab uses design, behavioural insights, systems thinking, and creative facilitation techniques to solve complex challenges. Through active engagement with diverse stakeholders, we bring the right people to the conversation. The new evidence we uncover, grounded in human experience, provides a range of possibilities, from incremental change to more disruptive solutions.

## Your pitch should address the following:

- What is your challenge?
- What excites you about working with the Lab on this challenge? Why do you think a new approach is needed?
- What are the barriers to solving this challenge? What have you already tried?
- Is there a departmental priority driving this project and what is your timeline?
- Lab projects often reveal findings that can challenge your understanding of existing policy and program design, and the Canadians that use government services. How are you prepared to work through those findings?

## Your pitch should be:

- Maximum 2 pages, feel free to be creative
- Refer to the criteria and key questions to inform your pitch
- Send your DG-approved pitch to [NC-LAB-GD@hrsdc-rhdcc.gc.ca](mailto:NC-LAB-GD@hrsdc-rhdcc.gc.ca) by Monday, August 31.

## What to expect from the pitch process:

- Reach out if you have questions or would like to set up a meeting to discuss the pitch process by contacting [NC-LAB-GB@hrsdc-rhdcc.gc.ca](mailto:NC-LAB-GB@hrsdc-rhdcc.gc.ca)
- Pitches are submitted to the Lab by Monday, August 31. We'll send you a confirmation when we receive your pitch and keep you updated throughout the process
- We'll set up meetings with the top project pitches a few weeks after the deadline to explore further potential partnerships

## Criteria we are looking for in your pitch...

- 1** Directly related to COVID-19 recovery: A project related to key departmental needs and priorities for social and economic recovery. Projects that can inform the work of other areas of the department or government are priority.
- 2** Openness to an innovation mindset for real impact: A project that aims to explore new possibilities. Project partners must be open to a holistic approach to uncover assumptions, explore problems from new angles, and testing solutions to learn what works and what doesn't. Projects often arrive at solutions that are entirely different from what we expect, and this can create discomfort.
- 3** Stakeholder engagement and diverse project team: A project that requires a collaborative approach and engagement across and outside of ESDC, ensuring a diversity of perspectives and contributions.
- 4** Direct engagement with Canadians: A project that includes empathizing with users and speaking directly with the Canadians that the program or service impacts. The insights we gain from this research and feedback will help us to develop new solutions.
- 5** Resource commitment: We are looking for a partner that is willing to invest time, people, data and a budget towards the project.

# What to expect working with the Lab...

