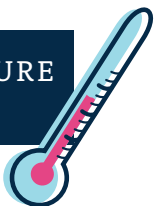


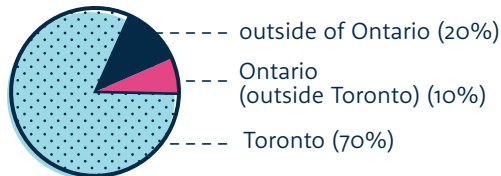
On May 30th, academics and practitioners from across Canada convened at Ryerson University for Congress 2017 to identify ways of taking a pracademic approach to advancing basic income—an approach in which researchers, policy advisors, evaluators, and other partners collaborate to strengthen the outcomes of policy design, implementation, and evaluation.

The diagram below outlines the design thinking process they took to identify barriers and bridges to academic–practitioner collaboration.

1 TEMPERATURE GAUGE



Attendees were from...



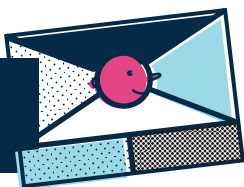
45% have worked collaboratively with academics + practitioners.

40% are working or have worked on basic income.

70% thought that collaboration between academics + practitioners could be improved.

70% were hopeful about future approaches to collaboration on basic income.

2 EMPATHY MAPPING



What academics...

THINK+FEEL?

The possibility of new income security.
Things are advancing rapidly while evidence and understanding is being built.
The field is very siloed.

SEE?

There is not enough data and research.

HEAR?

Skepticism about motivations.

SAY+DO?

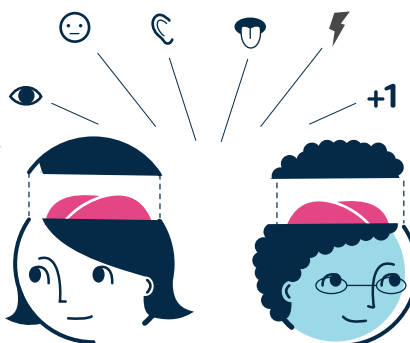
Not enough consultation with people with lived experience.

PAINS

Faces significant barriers to implementation.

GAINS

Inform some progressive policy.
Opportunity to engage people with lived experience.



What practitioners...

THINK+FEEL?

Need to approach basic income in a way that mitigates the impacts of poverty and improve the lives of all Canadians.

SEE?

Conversations that are not anchored within a broader context, and do not keep diverse perspectives in mind.

HEAR?

Concerns about what a basic income means for current services.
Many uninformed opinions.

SAY+DO?

Trying not to overpromise and underdeliver.
Trying to be first to set the agenda.

PAINS

A lack of resources.
A lot of misinformation and lack of awareness.

GAINS

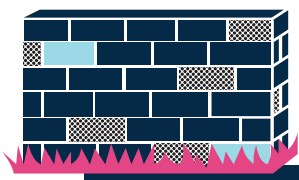
Cultivating public interest.
Opportunity to be leaders on this file.

Participants populated empathy templates with the details of everyday experiences and feelings of academics and practitioners working on a basic income. The full templates can be found [here](#).

3 JOURNEY MAPPING

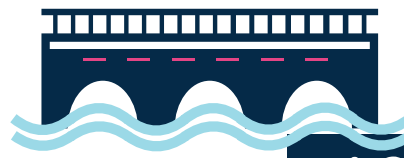


Participants created journey maps that highlighted a professional experience of taking a pracademic approach to advancing basic income. The goal of this activity was to discuss barriers as well as bridges to working collaboratively.



4.1 BARRIERS

- Engagement of diverse stakeholders is challenging due to limitations in resources, timing and networks.
- Limitations to knowledge about developing a strong evidence base and the levers for change.
- Implementation is challenging due to stigma and assumptions, particularly in front-line work.



4.2 BRIDGES

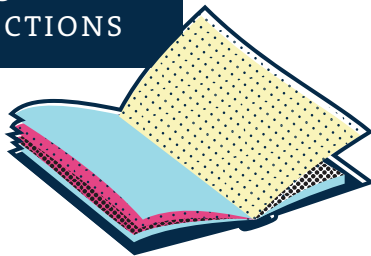
- Collaboration with people with lived experience to inform policy design and evaluation.
- Development of a communications strategy to inform the general public and raise awareness around basic income.
- Mobilization of diverse stakeholders and amplification of the user experience.

5 HOW MIGHT WE...

Using the barriers and bridges identified, participants identified an insight that they were most interested in, and framed this insight as a question to set the foundation for exploring potential solutions.

- ...increase dignity, trust, and self-determination for service users in Toronto?
- ...build an ongoing two-way communications strategy for citizens and policymakers to see their own interests reflected in new programs?
- ..bring people together in a sustainable manner in Edmonton to build a common and shared understanding of basic income?
- ...better reframe the national conversation about basic income?
- ...share the diverse lived experiences of basic income participants in Ontario?
- ...actively co-design policy approaches that match the needs of end users of social assistance programs in Ontario?
- ...ensure that service providers are prepared to educate basic income recipients on the trade-offs of the program, and how those trade-offs are impacted by social location?

6 NOTES + REFLECTIONS



- ▶ There is no such thing as one type of “diverse” user—everyone has different experiences and stories to tell.
- ▶ There is an opportunity to leverage digital tools and social media to communicate the issues around basic income.
- ▶ There is a need to qualitatively and quantitatively show the positive impacts of a universal basic income.
- ▶ In an environment that is currently siloed, it is difficult to test and adopt intersectional approaches to basic income.
- ▶ Rather than government implementing a predesigned agenda, there are opportunities to engage experts and communities in many different ways.

7 OUTCOMES

By the end of the workshop, participants created storyboards for their proposed pracademic approaches to basic income. They can be found [here](#).

Interested in applying a collaborative, pracademic approach to an issue? Get in touch. Contact Jared Wesley at jwesley@ualberta.ca or Jesse Darling at jesse.darling@ryerson.ca