

# We have housing & lived experience. Our door is open.

You have a great idea, and we want to help you bring it to life. Naturally, we'll complement the capabilities you have. But we are here to support you with breadth, depth and unique experience.



Indigenous and Northern Affairs Canada

## Aboriginal Affairs and Northern Development Canada (INAC)

PwC helped a First Nation community in Manitoba located south of 60. We conducted an assessment of lake-related flooding due to future changes in precipitation. We developed a cost-benefit analysis and assessed the cost-effectiveness of adaptation options to infrastructure vulnerability to a select climate-driven hazard, considering climate change.



## Val D'Or Native Friendship Centre

The Friendship Centre's Social Housing and Temporary Shelter department caters to an on/off reserve Indigenous community. They needed our help to create a business and processes]. Business functions and financial reporting structures that must be met by the system in order to account for funding program spend were identified through a series of workshops and client interviews.



Employment and Social Development Canada

## Employment and Social Development Canada

ESDC works to improve the standard of living and quality of life for all Canadians, particularly those at risk and marginalized.

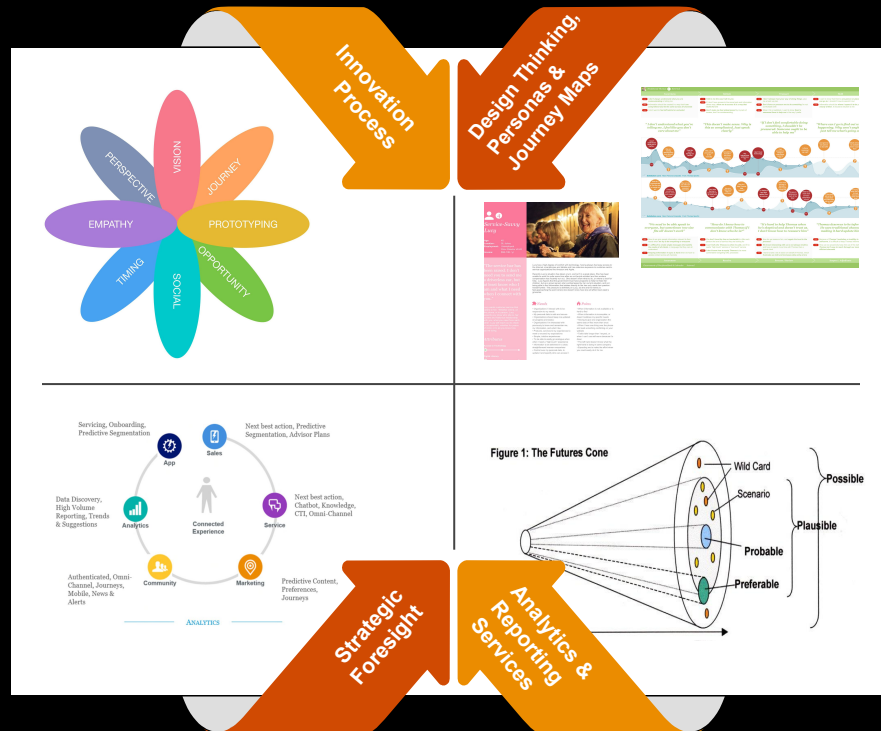
PwC helped create brand new digital experiences for citizens. We created tools to assist clients in urban, rural, and remote locations. Enhancing service delivery in collaboration with partners so that ESDC can now proactively reach out to vulnerable people. PwC also created new avenues for Canadians to access services – overcoming barriers of geography, technology, and status.



Private and confidential

# Methods and Toolkits

PwC uses a variety of methods, tools and approaches to help innovate and deliver. None more important than human-centred design – which ensures we are designing for what matters most to real people.



## Solutions Lab & Services? Check & Check.

Beyond our experience in housing, PwC offers you a suite of services. Each is geared toward helping define, validate, test, and commercialize. Of particular note is our experience design workshops. Rooted in human-centered co-creation, it's a powerful way to accelerate your outcomes.



### Digital strategy

Identify unmet needs, goals, opportunities and challenges



### User research

Helping you better understand those you want to serve



### Behavioural Economics

Understand \*why\* your users behave the way they do



### Agile product development

Test your assumptions and deliver value quickly



### Experience design workshops

Co-creating effective and delightful user experiences



### Rapid Prototyping

Building and testing your ideas. Iterating and quickly getting them out into the real world.

## The Experience Centre: Where (your) ideas come to life

Emerging tech meets design thinking. Rigor meets playful. PwC's Experience Centres in Victoria, Edmonton, Toronto and Ottawa are part of a global network of 35 innovation centres. Specially designed physical environments, this is how PwC delivers co-creation and Agile solution development.



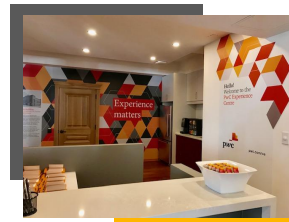
### Ottawa/National Capital Region

- open floor plan
- 5 collaboration studios
- high tech tools and loads of whiteboard space



### Toronto (steps from Union Station)

- open floor plan
- 4 breakout rooms
- Emerging tech lab



### Victoria (heritage building)

- open floor plan
- close to key stakeholders
- inspirational space



### Edmonton

- open floor plan
- flexible, multi-use space
- close ties with local university and emerging tech



## National & Intl. Thought Leadership

Global PwC network also publishes reports related to affordable housing.

### Time to rethink the affordability puzzle

Through our annual [Emerging Trends in Real Estate](#) report, PwC Canada keeps our finger on the pulse of this national issue and explores ideas such as rethinking the cities of tomorrow.

### UK national housing challenge

Highlights PwC's three imagined housing delivery imperatives and associations built to address the UK national housing challenge, which includes affordability, supply and social concerns.

### Funding affordable housing

An in-depth analysis of the various options in providing affordable housing.

## Community Outreach Liaison Service

PwC has developed & tested a three component Outreach Toolkit:

### Effective toolkit (Software)

We offer a nation-wide website repository of outreach / housing program links, templates and other materials so those needing assistance don't need to visit multiple locations.

### Effective toolkit (Hardware)

We advise on a list of standardized hardware/connectivity tools for, as well as guides to how to connect. This is relevant to the vulnerable and marginalized.

### Partnerships

A community outreach planning tool, we help ensure that relevant community/partner information and outreach activity are captured in a standardized repository.



We're ready  
to help!



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