



ABOUT US

Reos Partners works at the cutting edge of complex societal challenges and systemic change. We are a strategic global consulting firm with a track record in collaboration across systems, sectors, and perspectives. We advise leaders and organizations in order to influence and transform their reality in a collaborative, co-creative, and emergent way. For 30 years, we have been trusted partners, guiding our clients through uncharted territory in rapidly evolving and complex environments.

As a pioneer in developing and evolving Social Labs (also known as Solution Labs or Change Labs), we co-initiated the Sustainable Food Lab (SFL) in 2002. This was one of the first social labs in the world and has been hailed by systems scientist and author, Peter Senge, as one of the largest and most promising systemic change initiatives.

We are experts in designing, facilitating, and guiding processes that enable teams of stakeholders—even those who don't understand or agree with or trust one another—to make progress on their toughest challenges. We partner with governments, corporations, and civil society organizations on challenges such as education, health, food, energy, environment, development, justice, security, and peace. Reos has offices in the United States, Canada, Switzerland, South Africa, Australia and Brazil.

Reos Partners is a certified **B Corporation™**, a designation awarded to companies that use the power of business to solve social and environmental problems and meet higher standards of social and environmental performance, transparency, and accountability.

OUR APPROACH: OPENING THE WAY FOR TRANSFORMATIVE CHANGE

Envisioning new futures: Our methodologies seek to not only understand the future but to shape it. Our structured and creative process helps diverse actors to envision various possible scenarios and to act to mitigate threats and realize opportunities.

Enabling true collaboration: Understanding a system comes from living in it. Complex problems don't respond to monolithic, top-down solutions. They require a team that reflects the diversity of people involved. Our process brings the full range of knowledge—including local, indigenous, and informal knowledge—to the conversation and to the potential solutions.

Unblocking stuck situations: Combining imagination and rigour, our process enables shared understandings, stronger relationships, and clearer intentions, thereby unblocking polarized situations and creating the potential for action to shape a better future.

Making real progress in the real world: Our agile process supports experimenting with prototype solutions. Working in a “social laboratory,” teams generate ideas then head out into the world to test, learn, and scale their solutions.



Reos Partners supports stakeholders in generating transformative change by:

- Developing strategies to help stakeholders identify a path forward on complex, challenging issues
- Facilitating group processes that enable diverse teams to work together in systemic, collaborative, and experimental ways toward making meaningful progress
- Developing processes and ongoing platforms that support stakeholders to collectively take action to realize sustainable change

Our strategy, facilitation, and design thinking approaches integrate the following three principles:



SYSTEMIC CHANGE

Reos Partners' processes help stakeholders shift from a narrow understanding of an issue, based on their interests, to seeing the wider context, or system, that is impacting the challenge. With this understanding, stakeholders can identify root cause issues and design sustainable solutions.



COLLABORATION

Reos Partners facilitators are experts in hosting powerful conversations that help stakeholders shift from being unwilling or unable to work together to building capacity to collaborate effectively across differences.



EXPERIMENTATION

In complex situations, where the future is highly volatile and contested, creativity and experimentation are required to catalyze progress. Reos Partners' approach favors a human-centered and 'agile' process, emphasizing understanding user needs and rapid prototyping rather than investing significant time and resources in ideas that may or may not work.

LAB METHODOLOGY

Social labs bring together people from across the system to seek root causes behind their problems and then collaborate on devising and testing solutions aimed at key leverage points. This change work continues in the "lab" of the real world—over time and in context. Some of our social labs last for years. The team repeatedly convenes to refine their ideas based on what they are learning, and then heads out again into their field of work for more learning, testing, and acting.

Reos Partners takes a custom approach to every engagement, and we co-create interventions in a spirit of partnership.



RELATED EXPERIENCE



HAPPY CITY

This National Housing Strategy Social Lab is led by Happy City and supported by Reos Partners. The project employs a resident-focused approach to understand how the design and programming of existing temporary modular supportive housing projects across the Lower Mainland impact resident wellbeing. The goal of this project is to co-create and pilot design and programming activities with Indigenous modular supportive housing staff, management, and residents. Municipal stakeholders and technical experts were engaged through a community of practice to help understand and address challenges and barriers in the industry. Click [here](#) for more details.

For more examples of our extensive Social Lab experience, click [here](#).

TESTIMONIALS



"Reos Partner's work helped inspire the Engineering Change Lab and their support has been critical to its success. I really appreciate how they leveraged best practices from cutting edge systems change efforts around the world, and worked with us to customize the approach for our specific context. Now that we're a more "mature" social lab that is increasingly breaking new ground ourselves, we really appreciate the role Reos plays as a central learning hub for a wide range of systems change efforts."

Mark Abbott | Managing Director | [Engineering Change Lab Canada](#)



"Working with Reos pushed my team to think in new ways about our work and to re-examine our long term vision. Their creative approaches enabled us to have conversations we were not used to having, and to imagine fresh possibilities."

Martín Abregú | Vice President for International Programs | [Ford Foundation](#)



"The Reos team has been an essential partner in our Solutions Lab, which is focused on promoting wellbeing through the design of temporary modular housing. They have advised us through each step of the process to ensure we are maximizing opportunities to co-create with lab participants and have a truthful understanding of the system. Their focused, empathetic, and iterative approach has enabled us to create safe and innovative spaces where stakeholders have been sharing and absorbing each other's wisdom and knowledge."

Paty Rios | Housing and Research Lead | [Happy City](#)

RELEVANT PUBLICATIONS

- [Collaborating for Transformation in Times of Crisis: Learnings from 2020](#)
- [Reos Partners Global Impact Report \(2018\)](#)

OUR TEAM

Our cross-Canada team has, cumulatively, over 40 years of experience in the field of Social Labs. We would be very pleased to partner with CMHC applicants seeking to address the complex challenges pertaining to housing in Canada.



MONICA POHLMANN, PRINCIPAL

Victoria, BC

- The Happy City Solutions Lab (CMHC)
- Emergency Aid Lab (Bill & Melinda Gates Foundation)
- Engineering Change Lab (Engineers without Borders & Engineers Canada)



BRENNA ATNIKOV, SENIOR CONSULTANT

Calgary, AB

- Emergency Aid Lab (Bill & Melinda Gates Foundation)
- Flip the Clinic (Robert Wood Johnson Foundation)
- Project Blue Thumb (Alberta Ecotrust Foundation)



IAN PRINSLOO, SENIOR CONSULTANT

Toronto, ON

- Electricity Innovation Lab (Rocky Mountain Institute)
- Community Economies and Place Initiative (The Nature Conservancy)
- Labour Market Recruitment and Retention (NCHCA)



MIKE KANG, CONSULTANT

Vancouver, BC

- The Happy City Solutions Lab (CMHC)
- Emergency Aid Lab (Bill & Melinda Gates Foundation)
- The Navigation Circles (Engineers Without Borders Canada)



GERARDO MARQUEZ, CONSULTANT

Cumberland, BC

- Mexican Education Lab
- Fellow at Energy Futures Lab



JESS FAN, CONSULTANT

Toronto, ON

- Emergency Aid Lab (Bill & Melinda Gates Foundation)
- Scaling Higher Education Chatbot Technology (EDUCAUSE)



TEJASWINEE JHUNJHUNWALA, CONSULTANT

Montreal, QC

- EWMI-ACCESS Applied Social Labs Methodology Training (USAID)
- Consultant with Mobilising Building Adaptation & Resilience (BC Housing)
- Facilitator for Seniors Housing Innovation Lab (Senior Services Society)

CONTACT INFORMATION

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This company meets the
highest standards of social
and environmental impact