

Stop and picture “innovation”

What comes
to mind?



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Is it this?





Or maybe this?



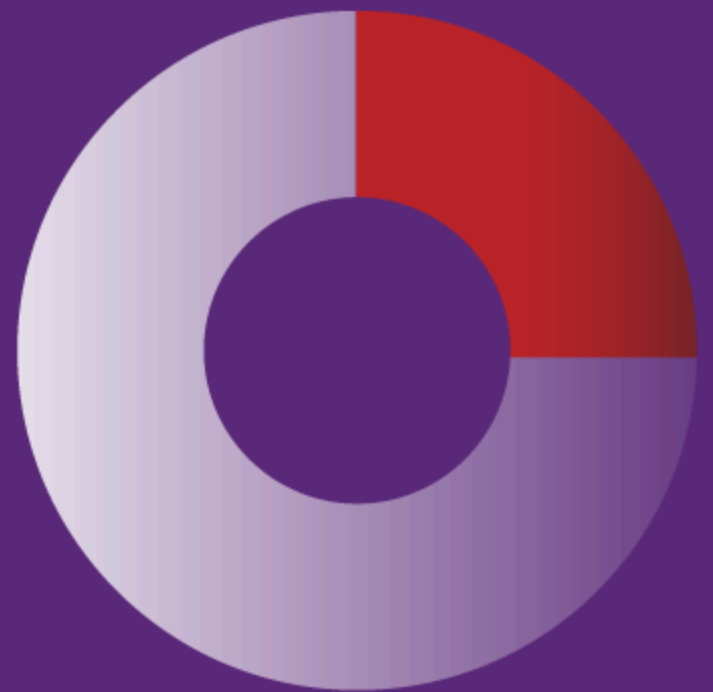


**Sometimes,
innovation looks
like this.**



**25.5% of people
across the provinces
experience food
insecurity.**

Understanding why, and building
solutions with and for communities,
is innovative too.



50% of Canadians are skeptical about AI's role in society.

Understanding public concern, and building ethical pathways for adoption, is innovative too.



Some of the most important safety tools begin with social research.

Understanding vulnerability, and building systems that identify risk sooner, is innovative too.



**Not every
breakthrough
comes with wires.
Some make waves
by changing lives.**

That is the power of the humanities
and social sciences.



**Forward this to
someone who could
use a reframe.**



Think forward: Our
future, shaped by the
humanities and social
sciences

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