



Seeding Creative Pathways to Inclusive and Accessible Impact Investing in Canadian Arts and Culture

Preface

Hatch Open 2.0 is a Canada-wide project that aims to make impact investing more inclusive and accessible for equity and justice-deserving groups working in arts and culture. The project will run from May 2026 to July 2028.

Since this project was first imagined, digital tools have changed quickly, including the growth of Artificial Intelligence. AI is not the main focus of the project, but we will pay attention to how it could help or harm the ways people create and share impact stories.

This work builds on **Hatch Open 1.0**, an open-source platform developed from 2019 to 2025. **Hatch Open 1.0** includes tools for user profiles, financial management, and mapping knowledge and networks. It also supports the future development of **Artse United**, a proposed platform cooperative for creatives and small arts businesses. A report called Open Up! will soon share what we learned from this earlier work.

This plan invites artists, cultural workers, impact investors, technologists, and community partners to help shape **Hatch Open 2.0**. Your ideas and lived experience are important. This plan will continue to change over time based on community input. You can [express interest in taking part here](#).

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Summary

Hatch Open 2.0 is a project to help make impact investing more accessible, inclusive, and community guided in arts and culture. From May 2026 to July 2028, we will work with communities across Canada to test three open source tools:

- Impact practice framework
- Impact investing ecosystem
- Impact investing software platform

These tools will help creatives and investors use impact stories to support social and financial decision making. The work will focus on the needs and voices of creative gig workers and small arts enterprises who identify as 2SLGBTQIA+, Deaf, Disabled, Indigenous, Outside the Core, Racialized, Youth, or other equity and justice deserving groups. We will also explore how Artificial Intelligence may help with accessibility while making sure that all decisions stay human led and community safe.

Community involvement is essential. There will be opportunities for paid work, volunteer roles, and in kind support. People can share stories or lived experience, review drafts, test prototypes, give feedback on AI use, help with translation or accessibility, or co host conversations.

The sections that follow describe each activity and how you can take part.

Purpose

What is impact investing?

Impact investing means directing money or other resources to communities, groups, or projects that create positive social outcomes along with financial returns. It supports sustainability, equity, and long term community benefit.

What are impact practices?

Impact practices are ways to plan, measure, and communicate the social, cultural, environmental, and economic impacts of a person, group, or activity.

ArtsPond and partners will build **Hatch Open 2.0**, which includes an impact practice framework, an impact investing ecosystem, and an open source software platform that supports story-based impact investing in arts and culture. As Artificial Intelligence (AI) becomes more common, we will explore whether AI can help improve access, reduce reporting burdens, support translation, or support cross cultural communication. We will also watch for risks such as bias, misrepresentation, or harmful data use.

Our goal is to make impact practices and impact investing easier for 2SLGBTQIA+, Deaf, Disabled, Indigenous, Outside the Core, Racialized, Youth, and other equity and justice deserving creatives across Canada. Activities will be offered in Fluent and Plain English, with support for Sign, French, and selected Indigenous languages when possible. AI supported translation or captioning may be tested if reviewed for accuracy and cultural safety.

This project builds on **Hatch Open 1.0** (2019 to 2025), an open source pre beta platform with tools for user profiles, financial management, and ecosystem mapping. It also supports the development of **Artse United**, a proposed platform cooperative for creatives and small arts businesses. As we grow this work, we will explore whether AI can help with tasks like pattern recognition, impact mapping, or accessibility, while keeping creative control in human hands.

Paths

Hatch Open 2.0 includes three interconnected paths:

1. [Impact practice framework](#) (May 2026 to Oct 2027)
2. [Impact investing ecosystem](#) (Jan 2027 to May 2028)
3. [Impact investing platform](#) (Aug 2027 to Jul 2028)

Below you will find a brief description for each, including a summary of activities, key questions, and opportunities for paid and volunteer or in-kind support.

1. Impact practice framework

Strengthening connections between creative and social impact frameworks

From May 2026 to October 2027, we will work with communities to co-create a simple and clear impact practice framework. This framework will help connect creative impact stories with larger social impact models such as the Canadian Index of Wellbeing, the United Nations Sustainable Development Goals, and Environmental, Social, Governance (ESG) measures. A list of possible frameworks to explore can be found in our 2020 [literature review](#).

This work will look at how people's lived experience and human insight guide impact storytelling. We will also explore whether AI or other digital tools can support this work. AI may help organize information, support translation, or reduce the workload of reporting. Any use of AI will be optional, and all stories will remain human led, culturally safe, and based on lived experience.

The framework will support the future Hatch Open impact investing platform. It will help creatives and investors understand each other's goals and needs. It will centre the voices of 2SLGBTQIA+, Deaf, Disabled, Indigenous, Outside the Core, Racialized, Youth, and other equity and justice deserving communities. AI will only be used in ways that support access and ease of use, and never in ways that replace real storytelling or decision-making.

Stages

This element includes four stages:

- **Seeking** (May to Dec 2026)
 - Update earlier research on impact practice frameworks.
 - Create an early draft focused on disability and accessibility justice.
 - Explore how AI and digital tools may help with research, translation, or organizing information while keeping people in full control.
- **Sensemaking** (Aug 2026 to May 2027)
 - Refine the draft through a fellowship program.
 - Explore how AI may help identify patterns or themes in stories while keeping decision making based on lived experience.
- **Shaping** (May to July 2027)
 - Integrate community feedback.
 - Focus on spatial, environmental, and digital justice.
 - Create clear guidance for safe, culturally respectful, and optional use of AI.
- **Sharing** (Aug to Oct 2027)
 - Share the draft publicly for feedback.

- Offer both AI supported and non AI ways to explore the framework.
- Collect stories about what works well, what causes harm, and what is missing.

Questions

Key questions for this element include:

Creatives

- What stories do creatives want to share about their lives and work?
- What goals do creatives have for their impact practices?
- What stories best show their creative, social, and financial impact?
- What do creatives want to hear from investors?
- What support do creatives need from investors?
- How might AI or digital tools help creatives share their stories while protecting meaning, authenticity, and intellectual and cultural ownership?

Investors

- What stories do investors want to share about their values and work?
- What goals do they have for their impact practices?
- What stories best show their social and financial impact?
- What do investors want to hear from creatives?
- What support do investors want to offer?
- How might AI or other digital tools help investors understand creative impact stories without adding bias or misinterpretation?

Creatives and Investors

- How can creatives and investors align their values and goals?
- What tools help show both stories and data clearly?
- What connections need to be made between different impact frameworks?
- How can people balance short term financial needs with long term social and cultural impact?
- How can both groups keep communication open and honest?
- How might AI or other digital tools support shared understanding without replacing real relationships or community wisdom?

Opportunities

Paid and volunteer or in-kind opportunities to support this element include:

- **Paid**

- Expert guides (~\$3,000 x 6 positions, including 1 Deaf creative, 1 Disabled creative, 1 Indigenous creative, 2 Canadian impact investors, 1 International impact investor)
 - Fellows (~\$1,750 x 20 positions, including 15 creatives and 5 impact investors, prioritizing Deaf, Disabled, 2SLGBTQIA+, Indigenous, Racialized, Outside the Core, and Youth from across Canada only)
 - Interpreters (French and Sign, variable rates per hour) and translators (French and Indigenous, variable rates per word)
 - Care team members including Access Doula and Associate Producer (variable rates, minimum is age plus \$5 per hour)
- **Volunteer or in-kind**
 - Help recruit experts, fellows, and partners
 - Review drafts of the framework
 - Suggest impact frameworks to include
 - Suggest connections between frameworks
 - Help translate content into other languages
 - Co host engagement sessions
 - Share lived experience and needs related to impact evaluation
 - Give feedback on safe and unsafe uses of AI

2. Impact investing ecosystem

Building relationships, networks, and shared knowledge for long-term support

From January 2027 to May 2028, we will explore how to build an international network, or ecosystem, of creatives, community members, impact investors, knowledge experts, and technologists who care about accessible and inclusive impact investing in arts and culture. This ecosystem will help people learn from each other, form new partnerships, and support the long term growth of the impact practice framework and the impact investing platform.

As digital tools change, we will also look at how AI and other new technologies might support this work. This may include using AI to help make sense of information, support translation, improve accessibility, or help connect people across regions and cultures. All AI use will be optional and human led. It will follow principles of disability justice, Indigenous data sovereignty, and cultural safety.

The purpose of the ecosystem is to create welcoming spaces where people can share knowledge, tell impact stories, and support one another in meaningful and sustainable ways.

Stages

This element includes four stages:

- **Seeking** (Jan to Apr 2027)
 - Research existing networks at the local, regional, national, and international level.
 - Explore possible partnerships and membership models.
 - Begin planning outreach.
 - Explore how AI may support translation, accessibility, or connection without replacing real human relationships.
- **Sensemaking** (May to Jun 2027)
 - Refine the plan with input from community members.
 - Discuss whether AI is helpful or not helpful for community building and shared learning.
- **Shaping** (Jul to Oct 2027)
 - Finalize strategies for how the ecosystem will grow and support its members.
 - Provide clear guidance for using AI safely and respectfully within the ecosystem.
- **Sharing** (Nov 2027 to May 2028)
 - Host networking sessions, drop ins, and knowledge sharing events.

- Offer both AI assisted and non AI options for translation, access, and communication.

Questions

Key questions for this element include:

Frameworks

Exploring how the ecosystem can strengthen the impact practice framework:

- How can the ecosystem support ongoing refinement, translation, and growth of the framework?
- What supports do people need to use the framework in different languages, regions, and lived experiences?
- How can community knowledge guide long term care and stewardship of the framework?
- What shared tools or learning practices help people use the framework in real life settings?
- How might AI help organize information about the framework while keeping human stories and expertise at the center?

Ecosystems

Exploring how to build a strong and sustainable ecosystem:

- What impact investing networks already exist, and how can we connect them?
- What motivates people to join an arts focused impact investing ecosystem?
- What governance or participation models help create safe and accessible spaces?
- What supports do people need to participate across differences in culture, language, geography, or income?
- How can the ecosystem stay strong and adaptable over time, with or without AI?

Platforms

Exploring how the ecosystem connects to the software platform:

- What training or peer support helps people use the platform with confidence?
- How can the ecosystem help create simple, accessible onboarding materials?
- How can developers, designers, and IT partners support long term platform care and improvement?
- How can insights from the ecosystem guide future platform features, including optional AI tools?

- What supports are needed to keep platform governance community driven and equitable?

Opportunities

Paid and volunteer or in-kind opportunities to support this element include:

- **Paid**
 - Expert guides (\$3,000 x 2 positions)
 - Interpreters (French and Sign, variable rates per hour) and translators (French and Indigenous, variable rates per word)
 - Care team members including Access Doula and Associate Producer (variable rates, minimum is age plus \$5 per hour).
- **Volunteer and in-kind**
 - Help recruit experts and participants
 - Review and edit ecosystem plans
 - Support translation into other languages
 - Co host community or engagement sessions
 - Share lived experience, needs, and ideas
 - Give feedback on how AI or other digital tools should or should not be used

3. Impact investing platform

Building digital tools to support story-based impact in arts and culture

From August 2027 to July 2028, we will design and test an open source and accessible software platform that brings together the impact practice framework and practical tools for impact investing in arts and culture. The platform will help creatives and investors share impact stories, understand each other's goals, and explore possible partnerships in a safe and easy to use digital space.

As part of this work, we will also look at whether new digital tools like AI can help with translation, accessibility, organizing information, or matching similar impact stories. All AI use will be optional, human led, and guided by lived experience, cultural safety, disability justice, and community control of data.

Our goal is to build a platform that supports real relationships and care centered decision making. The platform will include features like user profiles, story based matching, simple budgeting and payment tools, and visual ways to explore impact information. Accessibility will be built in from the beginning, especially for 2SLGBTQIA+, Deaf, Disabled, Indigenous, Outside the Core, Racialized, Youth, and other equity and justice-deserving communities.

Stages

This element includes three stages:

- **Seeking** (Aug to Dec 2027)
 - Research technical needs, accessibility needs, story based data structures, and ethical data governance.
 - Explore how AI may support translation, organizing information, or access features while keeping users in full control.
 - Begin early design and planning.
- **Sensemaking** (Jan to Mar 2028)
 - Test early prototypes with creatives, investors, accessibility partners, and technical advisors.
 - Gather feedback on ease of use, safety, and whether AI is helpful or not.
 - Improve designs based on real stories and lived experience.
- **Shaping and sharing** (Apr to Jul 2028)
 - Build a working prototype with the core features.
 - Prepare simple onboarding tools, documentation, and open source release materials.
 - Share stories and insights with the public and gather feedback on next steps.

Questions

Key questions for the platform:

- What platform features best support story based impact practices?
- What accessibility needs must be included for Deaf, Disabled, Indigenous, multilingual, and low bandwidth users?
- How should data, stories, and financial information be governed to protect user rights and community ownership?
- What learning or support tools will help people use the platform easily?
- How can optional AI tools be used safely for matching, translation, or organizing information while avoiding bias or harm?
- What partnerships or technical supports are needed to keep the platform strong and community guided over time?

Opportunities

- **Paid**
 - Expert guides (\$3,000 x 1 position)
 - Software testers (\$250 x 12 positions)
 - Interpreters (French and Sign Language, variable rates per hour) and translators (French and Indigenous, variable rates per word)
 - Access and care team members including Access Doula and Associate Producer (variable rates, minimum is age plus \$5 per hour).
- **Volunteer and in-kind**
 - Help recruit testers, advisors, or contributors
 - Review or edit technical documents or reports
 - Test prototypes and share feedback on usability and access
 - Translate content into other languages
 - Advise on ethical data governance
 - Share insight on safe and helpful uses of AI or other digital tools
 - Support outreach and help host community sessions

Minimal budget

Cultivate Program

Strategic Innovation Fund @ Canada Council for the Arts

65,000	Creative leads
75,000	Technology leads
35,000	Fellows
30,000	Guides and coaches
22,500	Care team
22,500	Access and language support
\$250,000	Total

\$1M+ in additional funding will be requested in 2026 and 2027.