



Effective Community Engagement

Or

Why can't we all just get along?

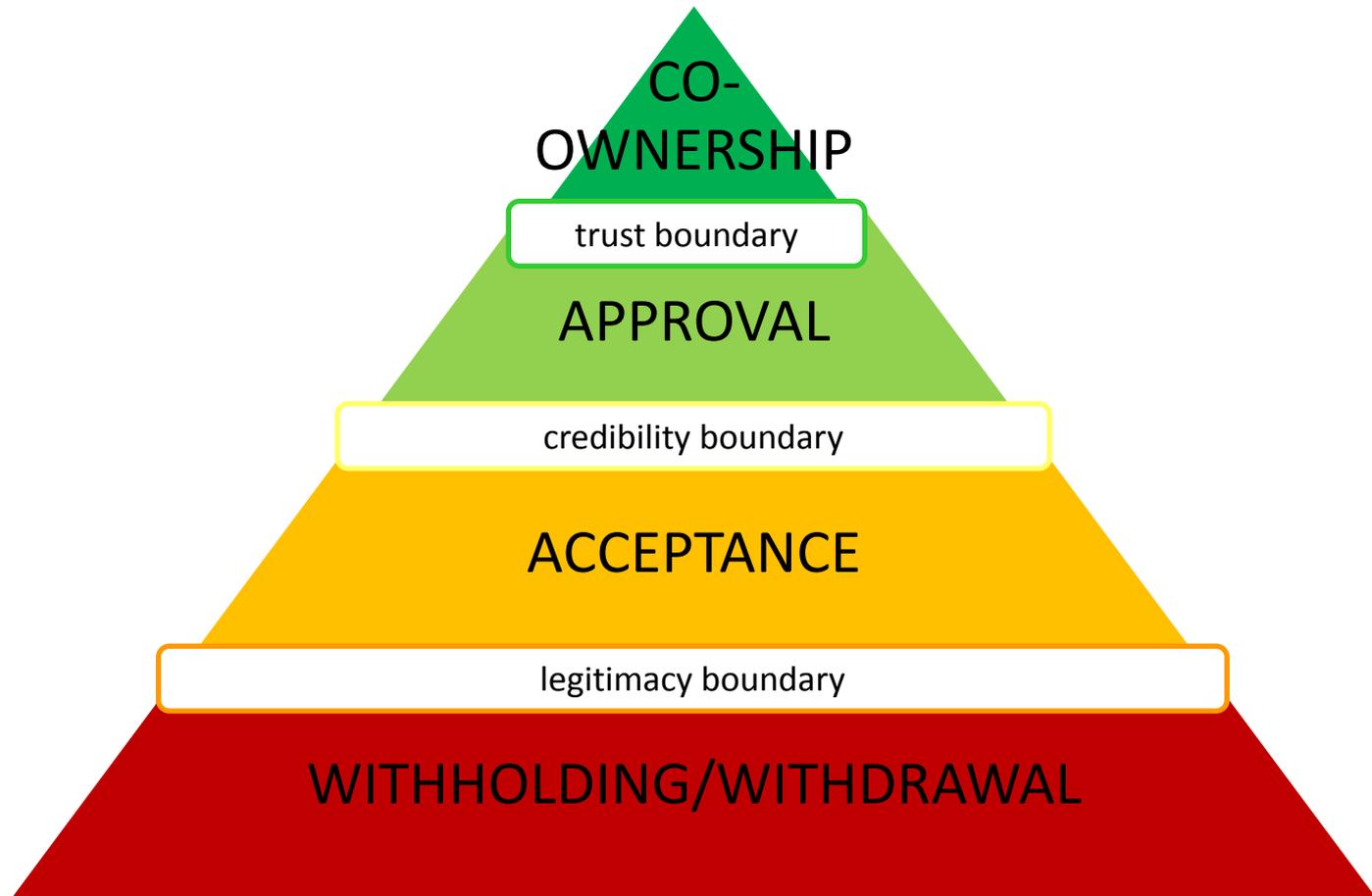
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Social license to operate

What is the social license?

- 1 The social license to operate is the trust of the local community through sustainable trust-based relationships (Harding, 2011)
- 2 A social license to operate (SLO) is a community's perceptions of the acceptability of a company and its local operations (Boutlilier & Thompson, 2011)
- 3 The SLO is a relationship-based intangible asset gained and maintained through continuous interactions with stakeholders (Dorobantu et al., 2012)
- 4 **Trust.**

Trust on a continuum



Levels of the Social License to Operate (adapted from Boutilier 2011:20)

Where a company is at on the social license continuum varies by project, stakeholder, and point in time (i.e., SLO is dynamic rather than static)

International Association for Public Participation IAP2 Canada

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To promote and improve the
practice of public participation in
Canada and around the world

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Who is IAP2?

Federation of 7 worldwide
Affiliates with over 2500 members
around the world

IAP2 Canada is a national
organization interested in building
stronger communities, business
and governments through open
and transparent decision-making



IAP2 Canada members are public-
participation professionals,
academics, organizations,
politicians, decision-makers, and
consultants

IAP2 Wild Rose Chapter is the
Alberta chapter of IAP2 Canada
and hosts regular networking and
professional development events
across the province

The Core Values of Public Participation



1. Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.



2. Public participation includes the promise that the public's contribution will influence the decision.



3. Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.

The Core Values of Public Participation



4. Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.



5. Public participation seeks input from participants in designing how they participate.



6. Public participation provides participants with the information they need to participate in a meaningful way.



7. Public participation communicates to participants how their input affected the decision.

The Code of Ethics for Public Participation Practitioners



PURPOSE

- We support public participation as a process to make better decisions that incorporate the interests and concerns of all affected stakeholders and meet the needs of the decision-making body.

ROLE OF PRACTITIONER

- We will enhance the public's participation in the decision-making process and assist decision-makers in being responsive to the public's concerns and suggestions.

TRUST

- We will undertake and encourage actions that build trust and credibility for the process among all the participants.

DEFINING THE PUBLIC'S ROLE

- We will carefully consider and accurately portray the public's role in the decision-making process.

OPENNESS

- We will encourage the disclosure of all information relevant to the public's understanding and evaluation of a decision.

The Code of Ethics for Public Participation Practitioners



ACCESS TO THE PROCESS

- We will ensure that stakeholders have fair and equal access to the public participation process and the opportunity to influence decisions.

RESPECT FOR COMMUNITIES

- We will avoid strategies that risk polarizing community interests or that appear to “divide and conquer.”

ADVOCACY

- We will advocate for the public participation process and will not advocate for interest, party, or project outcome.

COMMITMENTS

- We ensure that all commitments made to the public, including those by the decision-maker, are made in good faith.

SUPPORT OF THE PRACTICE

- We will mentor new practitioners in the field and educate decision-makers and the public about the value and use of public participation.

IAP2 Spectrum of Public Participation

Increasing Level of Public Impact

**Public
participation
goal**

Inform

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

Consult

To obtain public feedback on analysis, alternatives and/or decisions.

Involve

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

Collaborate

To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

Empower

To place final decision-making in the hands of the public.

For more information

