

Hearing From Who Cares

Tools for Public Participation Planning

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About the presenter

Rebecca Sutherns is an insightful and high energy collaborative strategist. She is a world class facilitator who has served as a trusted advisor to hundreds of mission-driven organizations in Canada and internationally for more than 20 years.

Rebecca is a skilled communicator, with a particular gift for helping leaders make wiser decisions faster.

She specializes in facilitating strategic planning, stakeholder engagement, strong governance and effective teamwork.



Today's Agenda

1. What is public engagement?
2. Why engage the public?
3. To what extent?
4. Who to engage?
5. How to engage them?
6. How to reach them?



What is public engagement?

Involving those affected by a decision in the decision-making process.

~International Association of Public Participation (IAP2)

Those who will affect or be affected by a decision



Why engage the public?



strategic clarity.time well spent.

sage
SOLUTIONS

To What Extent to Engage the Public?

Spectrum of Public Engagement

Inform

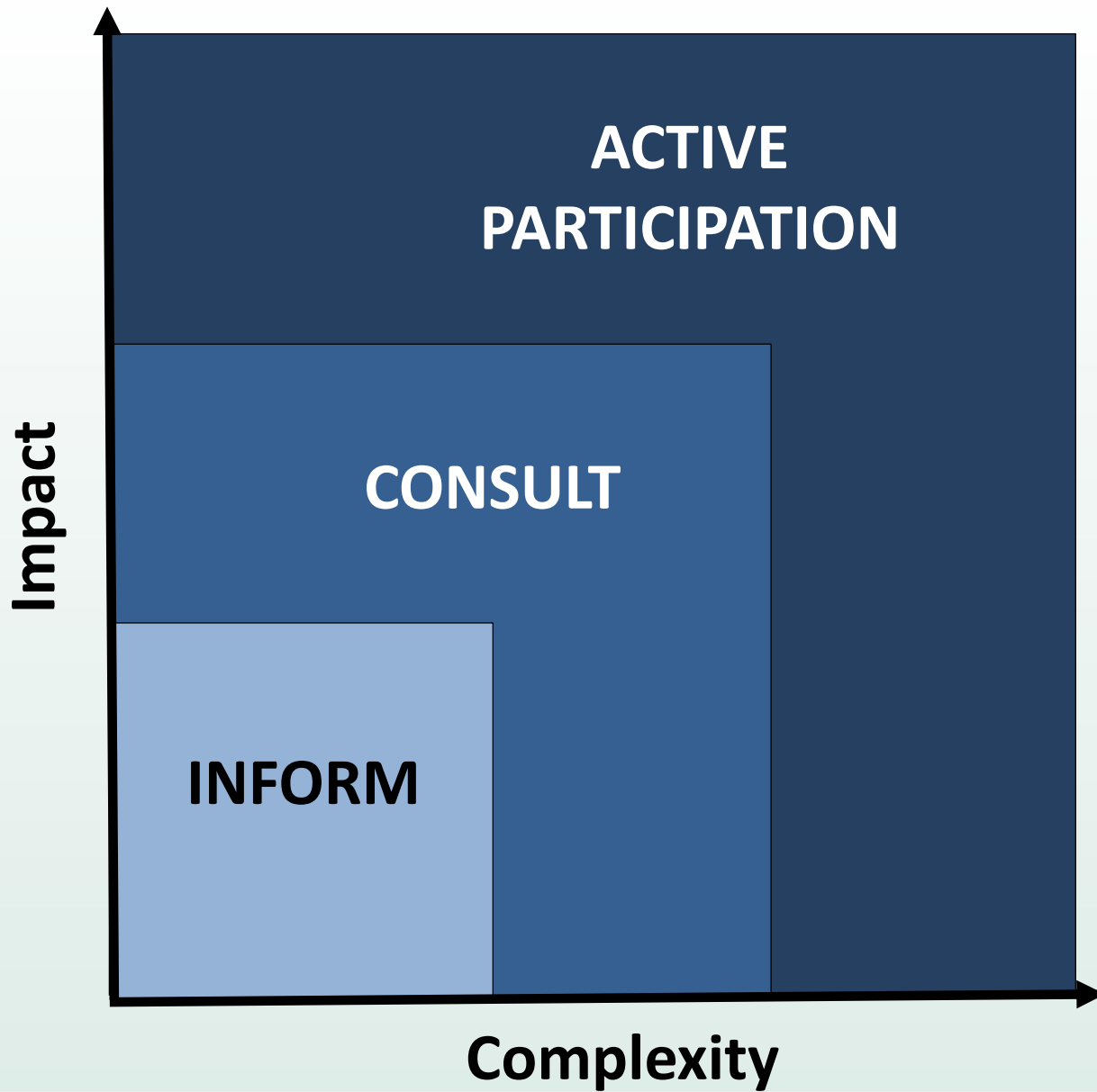
Consult

Involve

Collaborate

Empower



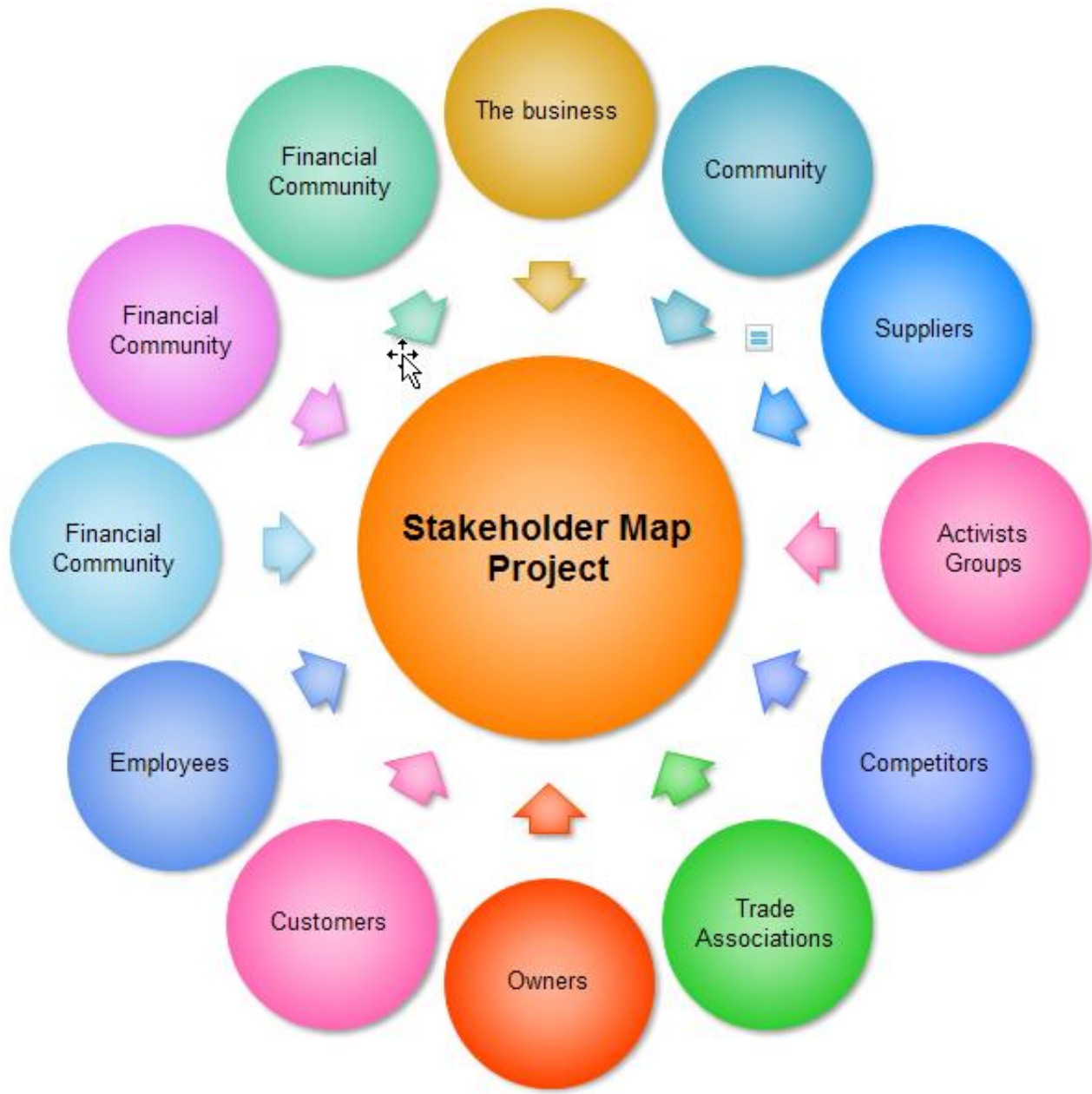


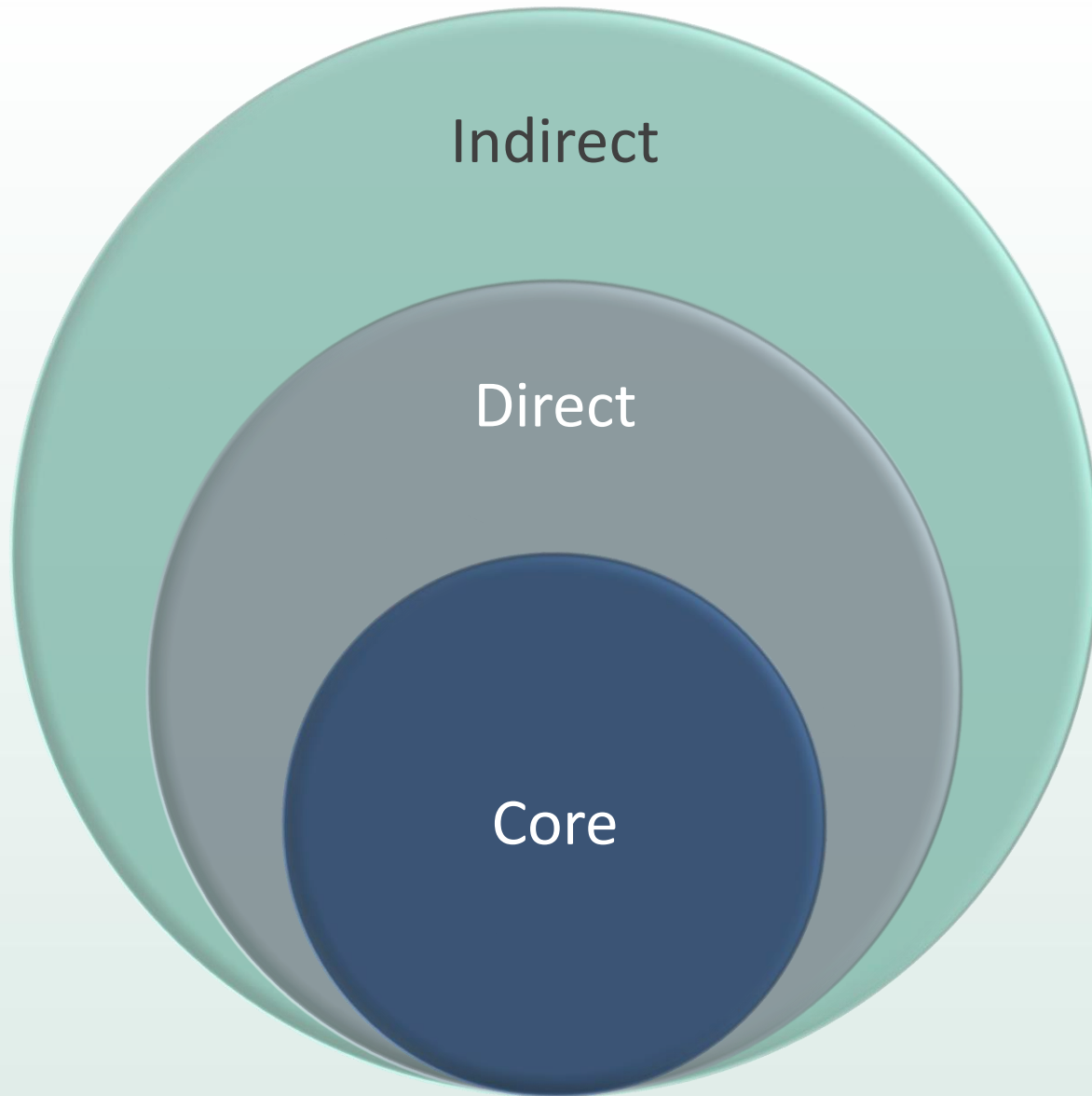
Who to engage?

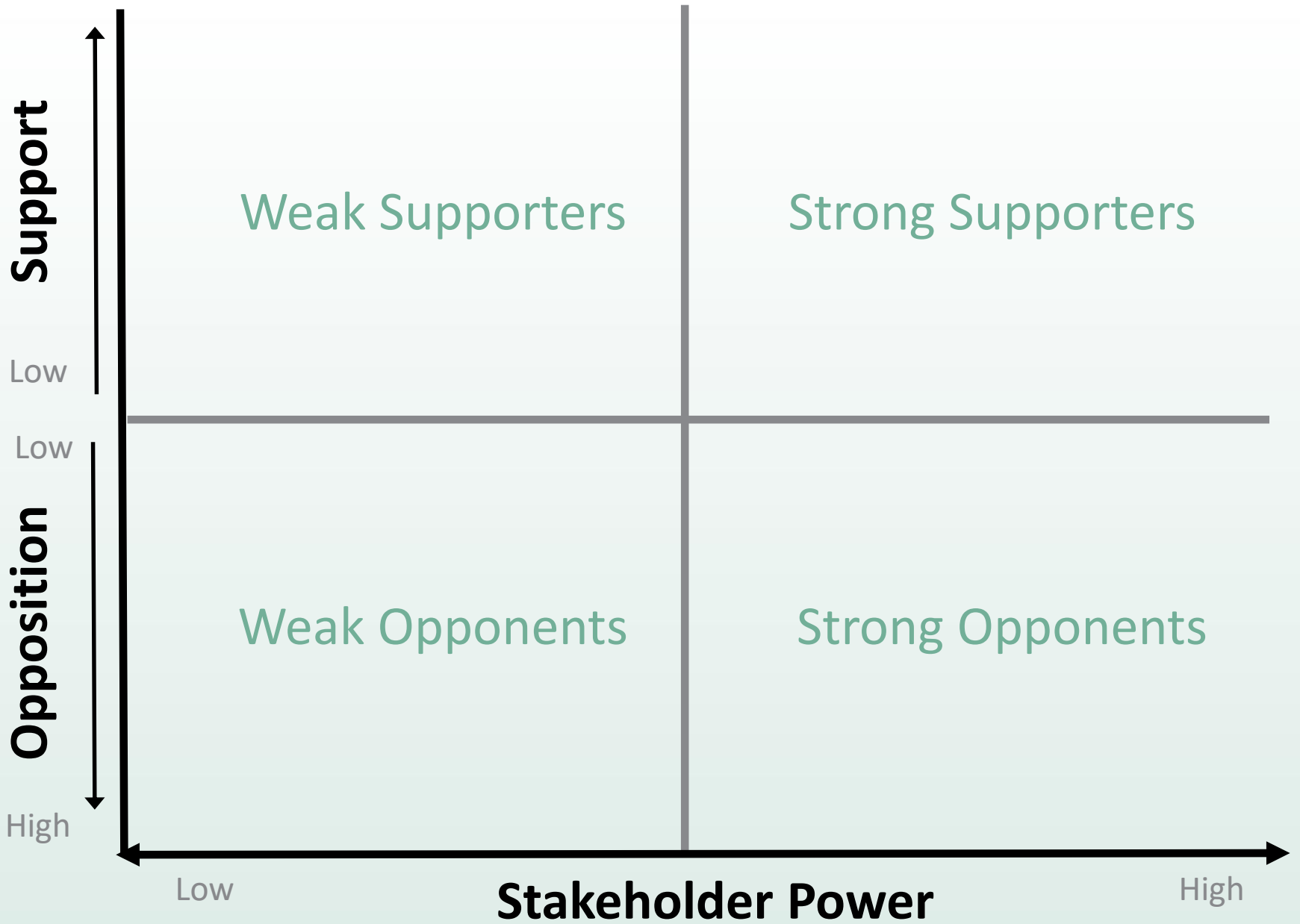
Who is the “public”? The “community”? A “stakeholder”? A “key” stakeholder?

...those who can affect or be affected by the decision or achievement of an objective

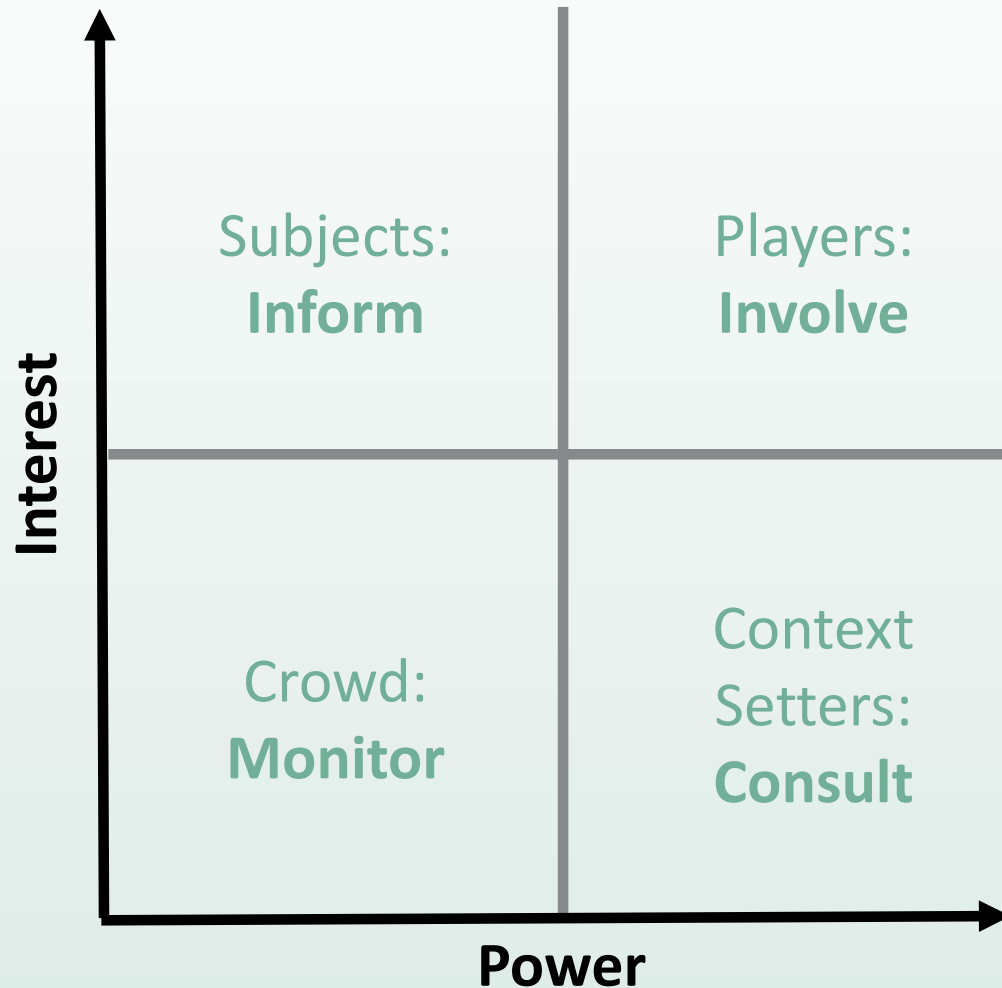








Power versus interest grid



Source: Eden and Ackermann (1998)



Stakeholder Engagement Template

Who	Why	Format	When
Which stakeholder group?	Purpose of engagement	Existing or new gathering?	At what stage of the project?
Which representative(s) of that group?	Core questions/ invitation	In person or virtual?	Specifically where/when?



How to engage people?

- Make it easy to participate
- Match your tactics to your intentions



Final Steps

You're clear on:

- Why engage?
- What level of engagement?
- Who to engage?
- How to engage them?

Now it's about:

- Holding their attention
 - Facilitate well
- Delivering on your promises
 - Close the loop
- Creating a culture of engagement
 - Enforce policies to ensure consistency





Let's keep in touch!

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