

BC Community Forest Association

Find Success with your Community Outreach Efforts

June 2023

"We will learn how to find <u>success</u> with your community <u>outreach</u> efforts."



Success = earn, build and maintain social license. Outreach = stakeholder engagement + communications.

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Worksheet

Social License



Social License: the **ongoing** level of acceptance and support from **stakeholders** that an organization or industry has in conducting its operations or activities.



"It's gotta be simple, it's gotta be portable, it's gotta be repeatable."

- Andy Stanley, Leadership Communicator



Social License: the **ongoing** level of acceptance and support from **stakeholders** that an organization or industry has in conducting its operations or activities.

Social License: the **trust** people have in you/your organization.



"Trust is built and maintained by small actions over time."

- Lolly Daskal, Leadership Coach



Why Social License "Trust" Matters

Legal Obligation to engage the community

- > Makes your job easier and more rewarding
- > There's a **deeper level of forgiveness** when things go wrong
- > It humanizes you and your organization







How to earn, build + maintain Social License

> Stakeholder Engagement

> Communications

Stakeholder Engagement (the pull of information)



Who are your Stakeholders

> Anyone who **is impacted** by your organization and its work.

> Anyone who has an impact on your organization and its work.



What is Stakeholder Engagement

> Engaging or connecting with your stakeholders **to pull** insight and information.



Why Stakeholder Engagement Matters

- > Learn what your **level of social license** is.
- > Learn what people know about you/your organization/your work.
- > Learn what people don't know about you/your organization/your work.



A <u>picture</u> is worth a thousand words. A <u>visit</u> is worth a thousand pictures.

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Fill out <u>who</u> your stakeholders are.

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Fill out your perceived level of social license for each stakeholder group.



Social License Rubric

Four Level Model for Social License to Operate*

Score	Level of Social License	Indicators
1	Withheld / Withdrawn	Shutdowns, blockades, boycotts, challenges
2	Acceptance / Tolerance	Lingering, recurring issues, watchful monitoring
3	Approval / Support	Seen as a good neighbour, pride in collaborative achievements
4	Psychological Identification	Support, co-management of projects, united front against critics



How to Engage Stakeholders

> Intentional opportunities to connect and engage **to pull** insight and information.

>> Ideas:

- Focus groups
- Town hall meetings
- Open houses
- Project walks
- Online/paper surveys
- One to One Discussions



IAP2 Best Practices

> Add a level of **confidentiality** and **confidence** in your engagement work

>> Best Practices:

- Identify stakeholders fairly
- Treat stakeholders as partners
- Engage on their terms and turf
- Disclose early how feedback will be used
- Free from manipulation or coercion
- Documented fairly
- Open process
- Follow up

Be Brave. Engage.

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Fill out <u>how</u> you engage your stakeholders.

Communications (the <u>push</u> of information)



Dynamics of Good Communication

> Purpose: tell people why you're communicating

> Intentional: have a game plan to reach stakeholders

Timely: give enough warning and limit last minute communications

Consistent: a steady drip is best



Develop a Communications Strategy + Plan

> A strategy is where you're going

> A plan is how you're going to get there

> Key pieces:

>> Clear message

>> Clear outcomes

>> Metrics for success



"If you cannot measure it, you cannot improve it."

– Lord Kelvin

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Fill out <u>how</u> you communicate with your stakeholders.

One Key Learning from Today's Session

Be Brave. Engage.