



# BC Community Forest Association

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**Find Success with your  
Community Outreach Efforts**

June 2023



“We will learn how to find success with  
your community outreach efforts.”

**Success** = earn, build and maintain social license.

**Outreach** = stakeholder engagement + communications.



**BCCFA 2023 Conference Session:** Community Forest Communications: Engagement, Understanding and Action  
**Presenter:** Aleece Laird, CEO, Stakeholder Engagement & Communications Specialist

**In the absence of information, people will create their own narrative (story).**

Our Stakeholders	Stakeholder Engagement	Communications	Social License
Those who impact our organization. Those who are impacted by our organization.	How do we connect with our stakeholders to pull their insight and feedback.	How do we communicate to push information with our stakeholders.	Scale 1 to 4
INTERNAL STAKEHOLDERS			
EXTERNAL STAKEHOLDERS			

**Social License Scoring Rubric**

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1	Withheld / Withdrawn	Shutdowns, blockades, boycotts, challenges.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 on collaborative achievements.
4	Psychological Identification	Support, co-management of projects, united front against critics.

My one key learning: \_\_\_\_\_  
How will I apply this to my work: \_\_\_\_\_  
By when: \_\_\_\_\_

**Be Brave. Engage!**



# 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.



A woman with long, wavy blonde hair is speaking at a TEDx event. She is wearing a black top and has a small microphone clipped to her hair. She is gesturing with her right hand, pointing upwards with her index finger. The background is a dark stage with a blue light wash. In the upper right corner, the TEDx Lincoln Square logo is visible, with the text "TEDx Lincoln Square" in white and red, and "x = independently organized TED event" in smaller white text below it.

**TED<sup>x</sup>** Lincoln Square  
x = independently organized TED event

**“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 picture is worth a thousand words.  
A visit is worth a thousand pictures.**



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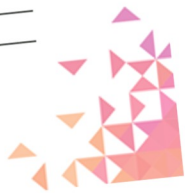
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Fill out who your stakeholders are.



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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\*

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# 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



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Fill out how you engage your stakeholders.

# Communications

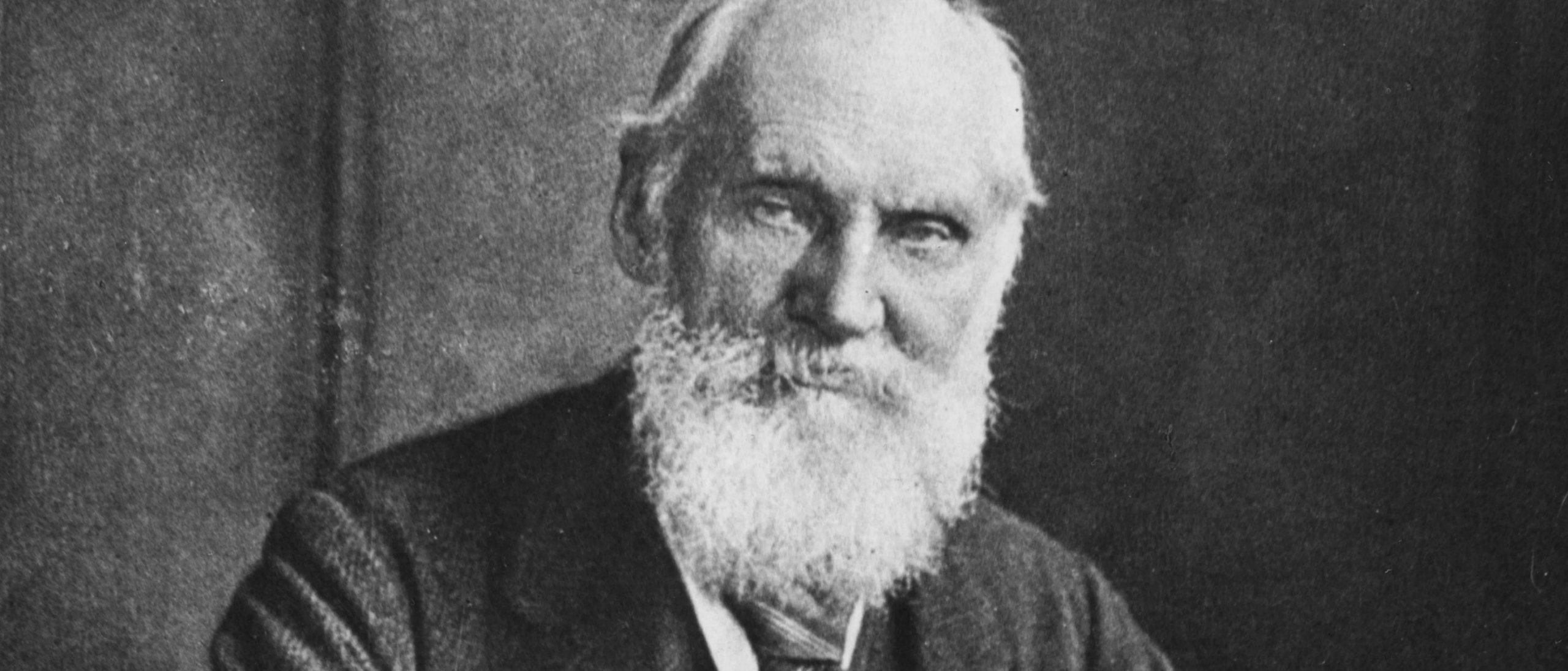
(the push of information)

# 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 how you communicate with your stakeholders.



**One Key  
Learning from  
Today's Session**





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