Business Case for Community Engagement

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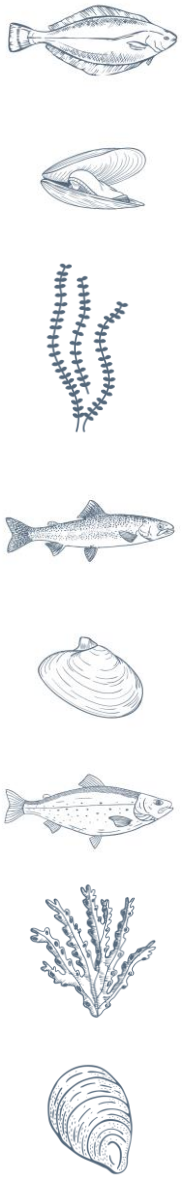

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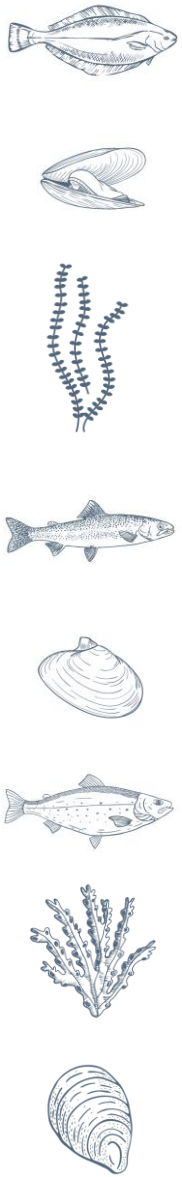
- https://www.youtube.com/watch?v=XtKgfTz8iuE

TOY
STORY

Community engagement refers to the process by which organizations and individuals build ongoing, permanent relationships for the purpose of applying a collective vision for the benefit of a **community**.



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Communities & Businesses are Symbiotic

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Community Engagement Builds
Relationships

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ShanDaph Oysters was established in May of 1999, but its roots reach back over thirty years.Owner/Operator Philip Docker's grandparents helped to reestablish the growing and the harvesting of oysters on the pristine shores of Big Island, Nova Scotia. Over the decades, the native oyster seed they set in the 1960s and 1970s has matured into productive oyster beds.ShanDaphs are housed in growout units suspended in a water column, where they feed on the nutrient-rich waters of the ShanDaph farm. By completing the growth process suspended in the rich tidal waters of Big Island, ShanDaph ensures optimum growth conditions from the time they are set at less than a millimeter in size, to harvest at over 76 millimeters in size. The total process takes between three to five years.

By 1999 the first oysters were set and ShanDaph Oysters was born.Since then, the enterprise has grown steadily without compromise to the premium quality of its product, and ShanDaph Oysters have been served in fine dining establishments, presented by organizations hosting special events, and ordered by individual connoisseurs.And what about that name? ShanDaph Oysters is Philip's tribute to his family and their love and respect of the water and its "oysters". ShanDaph is a combination of Philip's grandparents' names. 'Shan' is derived from the WWII pilot flight name of Everett (Shan) Baudoux, and 'Daph' from Daphne Baudoux.

Community Engagement Builds Relationships

Community Engagement Builds

Trust

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Innovative Fishery Products Inc

innovativefishery.com

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Community Engagement Builds Trust

Community Engagement Builds

Profits

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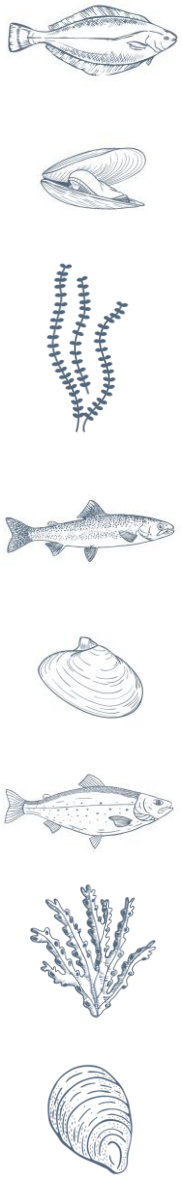
55% of consumers say they are willing to pay extra for producers and services from companies they believe are committed to making a positive impact.



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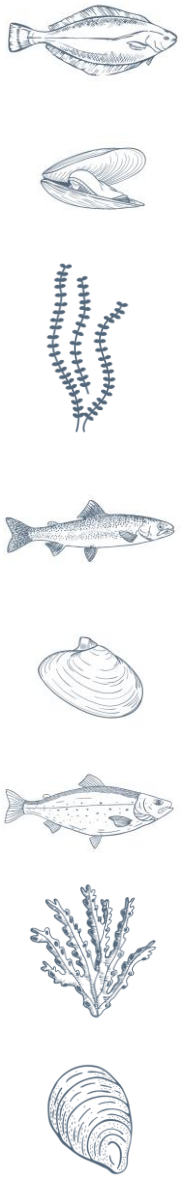
67% of employees would prefer to work for a company they believe is socially responsible



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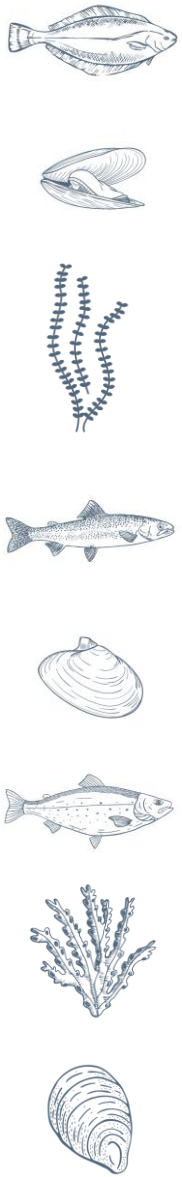
49% of responders indicated they would volunteer or donate to organizations committed to social or environmental programs



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(Collective)
Community Engagement Builds
Industries

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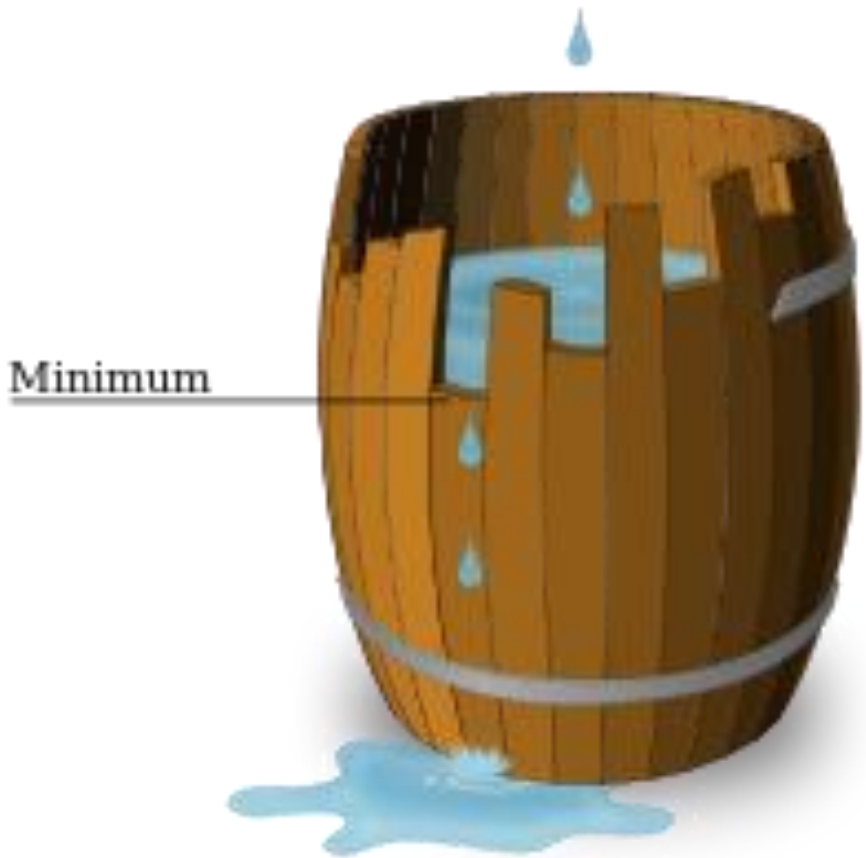

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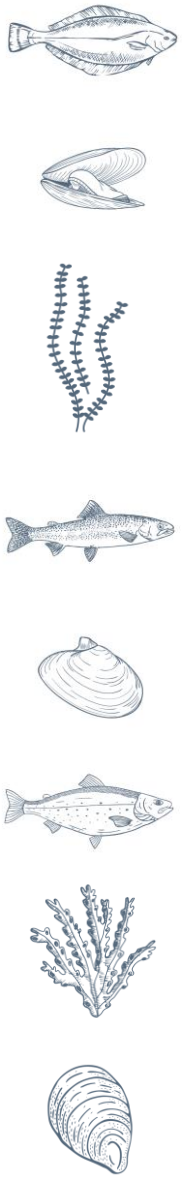
Community engagement refers to the process by which *organizations and individuals build ongoing, permanent relationships* for the purpose of *growing the aquaculture industry* for the benefit of **Nova Scotians**.



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