



AQUACULTURE
ASSOCIATION
OF NOVA SCOTIA

Community Engagement

What it is
And Why We Should Do It

What we will learn

- * Different types of community engagement
- * How to prioritize
- * Facts matter
- * What happens when you don't engage



Bringing Agriculture into the Classroom

Regulatory Engagement

The slide features a solid blue background. At the bottom, there are several overlapping, wavy, light blue shapes that create a sense of movement and depth, resembling stylized waves or a modern graphic design element.

3 types of Engagement

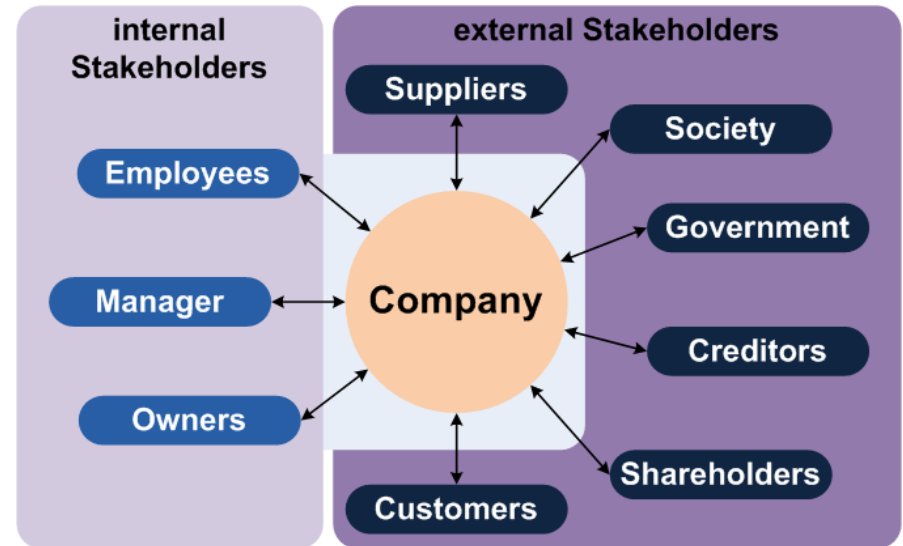
- * Regulatory
- * Stakeholder engagement
- * Public relations

Regulatory Engagement

- * Requirement in licence and lease regs
 - * must include at least 1 public information meeting
 - * Applications for marine licence or lease
 - * Adjudicative amendments
 - * must document community engagement in application
 - * not just the public information meeting
 - * also other communications with the public and stakeholders
- * Mi'kmaq consultation
- * Public submissions to Review Board

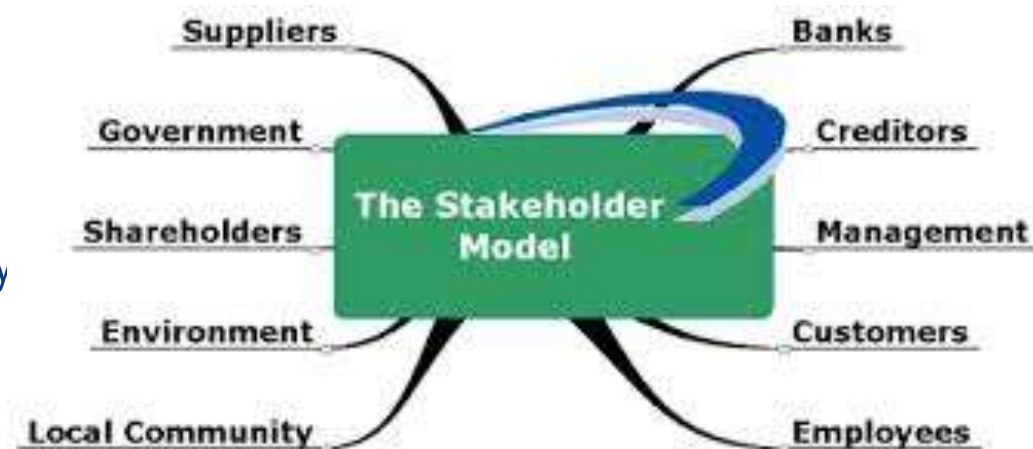
Stakeholders

- * What is a stakeholder?
- * Why are they important?
- * How do you work with them?
- * Early versus Too Late



Stakeholders

- * Anyone with a “stake” or interest in your project
- * Can be from:
 - * Gov’t, businesses, community
 - * Customers, suppliers
 - * Reporters
- * Wide range, some surprising
- * Can be positive, negative, or neutral



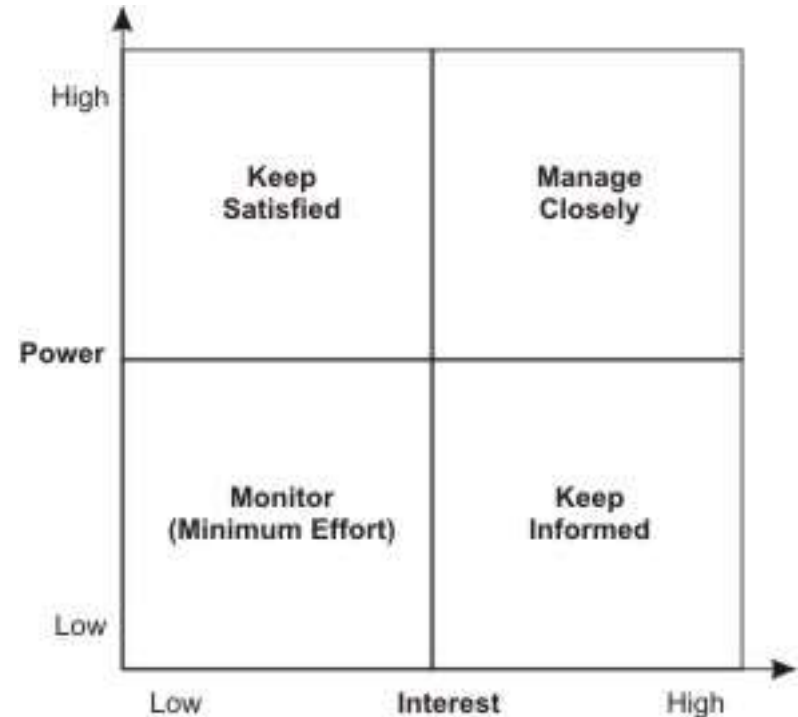
Prioritizing is Local

- * Some may be more important in your community than others
 - * Community leaders
 - * Business organizations
 - * Local environmental organizations
 - * Influential politicians



Prioritizing Stakeholders

- * Some stakeholders are high priority
 - * Government agencies
 - * Reporters
 - * Affected residents
- * Some are lower
 - * Jobseekers
 - * Curious people: general project interest
 - * Community organizations
 - * Potential suppliers



Public Relations

- * Smooth relations with community important
 - * Dealing with angry residents takes a lot of time
 - * Happy people don't complain to politicians
 - * Expansion is easier when there are no concerns about existing operations



How to Make Friends and Influence People

- * Seek first to understand
 - * Understand their perspective
- * Listen, be sympathetic
- * Demeanor is important
 - * Don't get angry, remain calm, patient
 - * Counter with facts, not emotion
- * If you don't have an answer, offer to get it

“Most people do not listen with the intent to understand; they listen with the intent to reply.”

Stephen R. Covey
(1932-2012)
InspirationBoost.com

Early vs. Late

- * Early is preparing ahead for situations
 - * Building trust when there are no issues
 - * Answering queries quickly and honestly
 - * Being visible and involved in the community
 - * Being available, approachable and prepared
 - * Community Liaison Committee



Early vs. Too Late

- * Late is reacting to situations
 - * Someone raises concern directly
 - * Story appears in newspaper
 - * Elected official speaks out publicly
 - * Environmental group stages protest
 - * Fishermen protest
- * Requires quick action and may be difficult to repair damage



Social Media

- * Consider Facebook, Instagram, Twitter
- * Photos show transparency, nothing to hide
- * People more likely to be concerned when they don't know what is going on
- * Puts a human face on the company, operation
- * Opponents are using it so you should too to provide balance



Facebook Friends



A Rising Tide

- * When you promote your business, you promote your industry too
 - * Everyone in the industry benefits
- * When others promote their business, they promote yours too
- * So good community engagement by each operator benefits everyone in the industry

Questions?

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