



An Assessment of Predicted Socio-Economic Impacts of Labrador Shelf Oil and Gas Activity on Labrador Communities and Individuals

What, how and why of the community consultation process

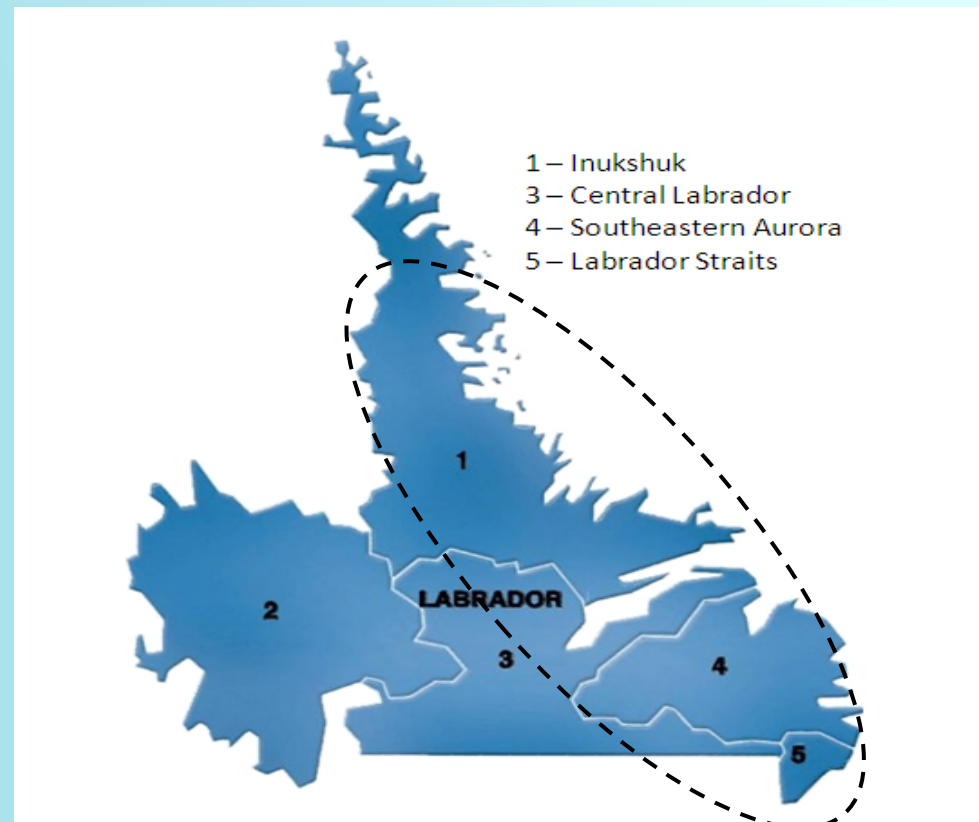
Presenter: Bobbie Boland

Context

- ▶ Environmental Studies Research Funds (ESRF) Call for proposals 2010
 - A current evaluation of the potential social and economic effects
- ▶ SEM (Sikumiut Environmental Management)
- ▶ Scenarios Report
 - Analysis of potential exploration and development scenarios
- ▶ Literature review, community profiles and community consultation



Economic Zones covered in study



Community Consultation



Survey

- ▶ Developed based on issues and indicators outlined in the literature review

Interviews

- ▶ Key groups
 - ▶ Regional and community governments

Provincial governments, organizations and industry

Level of Engagement

162 Surveys completed

- ▶ Age 20–74 years
- ▶ 59% female
- ▶ 41% male
- ▶ 51% Inuit
- ▶ 12% Metis
- ▶ 37% not aboriginal



Interviews and Focus Groups

- ▶ 98 people

Interview group 1

- ▶ Supplement to survey
- ▶ Inquired about remedies, mitigation measures, community resilience, strengths and lessons learned.

Interview Group 2

- ▶ Provincial organizations and those in key leadership positions

Engagement Requirement

- ▶ Genuine engagement and recognition of people with a vested interest



Bottom Line

- ▶ All players have a deeper understanding of issues and concerns from their perspective and others

Relationship

- ▶ Begun, developed – positive change

Challenges

General way business is done

- ▶ Competitive process
- ▶ Setting the scope of work:
 - ▶ Whose needs drive the process?
- ▶ Expectations, obligations, standards
- ▶ Budgets (northern challenges)
- ▶ Assumption of “Who benefits from the completion of work?”
- ▶ Inclusion

Benchmarks

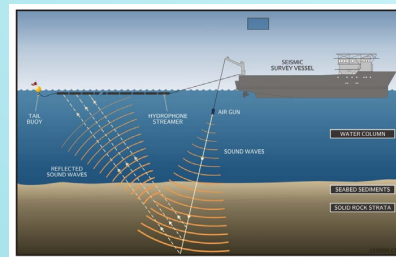
- ▶ For industry and regulatory bodies
- ▶ People and communities
- ▶ What works for one is not always what works for the other
- ▶ Accessibility of information is an issue

Bridging:

Anticipating what will make the research process inclusive, outcomes useful

Scenarios Report

- ▶ Needed to offer “real time” clear information
- ▶ Pictures that helped describe the various phases of development and the options within that phase.



Bridging:

Anticipating what information is of interest

Scenarios / Likelihood of Occurrence	Labrador Footprint	Overall Value		Time of Operation or to Build / Construct
		Construction Cost / Employment during Construction	Employment during Operation	

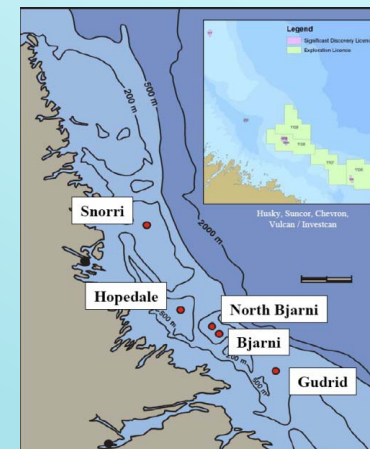
Bridging: Anticipating how to make information “real”

Presentation

- ▶ Pictures
- ▶ Linking to common knowledge or experience

Flexibility

- ▶ Finding the best way to relate to the material



Bridging:

Anticipating how to deepen responses past basics and negatives

Survey

- ▶ Topics relate to experience of others in northern environments

Community consultation program

- ▶ Inquiring about social, health, gender, cultural, economic, agreements and effects
- ▶ Community resilience, lessons learned, mechanisms for involvement

Implementation:

With a desire for genuine engagement

SEM:

- ▶ Reputation, contacts and previous work were critical to success.

Pre –travel:

- ▶ Plan to meet with government reps and key organizations in each community.

Excitement and creativity about the work:

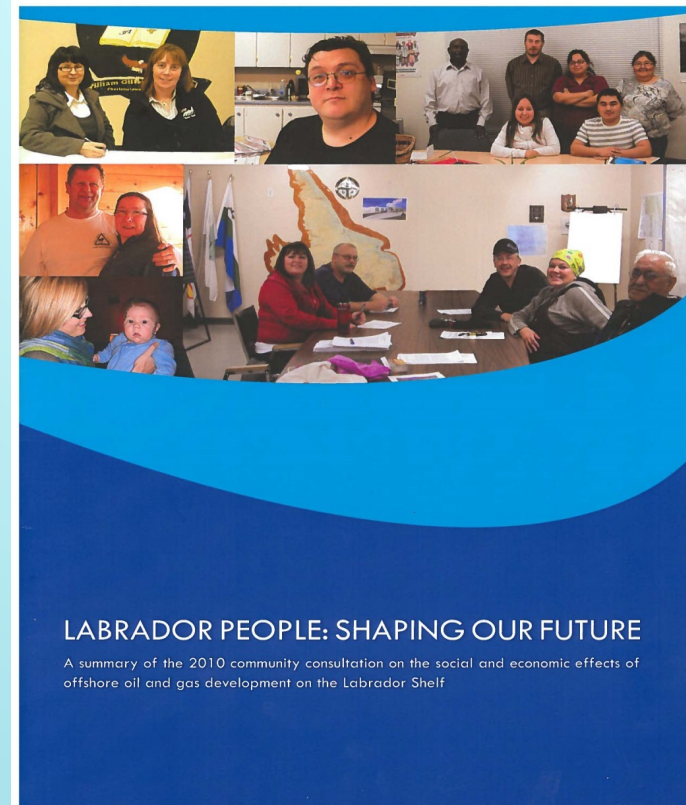
- ▶ When you feel responsible to people
- ▶ Look around and seize opportunities
 - Hotels, restaurants, Family Resource Centers, homes, classrooms, community dinners, women

Intention:

To create relevant outcomes for industry and people, governments and communities

Using every available avenue for communication:

- ▶ Voice: Labrador people
- ▶ Action: Shaping Our Future
- ▶ Interest based document



Voice

- ▶ **Values and guidelines**



- ▶ **Policies and mechanisms**
- ▶ **Pictures – representative of people, communities, issues**
- ▶ **Clear, informative**
- ▶ **Offers places to go and thinking to build on**
- ▶ **Perspectives**

Nudge: Upon completion of the Project

To ESRF:

- ▶ Need to create an accessible, public document
 - Friendly, engaging, translated and with pictures.
- ▶ ESRF saw value and funded the budget

Getting it done:

- ▶ Rewrite
 - ▶ Plain language editing
 - ▶ Graphic design layout
 - ▶ Permissions for inclusion of pictures
- All kept people engaged with the report

Nudge 2

You know people said:

“Once completed, you should come back to our communities and report on the research.
Build a relationship with us.”

ESRF and CAPP funded a feedback tour

- ▶ Industry representative and consultant return to communities

Nudge 2: Getting it Done

- ▶ More avenues for genuine engagement
- ▶ Engaging with community groups for space
- ▶ Nutrition breaks
 - ▶ Fresh fruit and vegetables if possible, lots of it
- ▶ Transportation, accommodation
- ▶ Prizes
 - ▶ That help build capacity
- ▶ Radio and newspaper interviews

Feedback

- ▶ Very positive response for doing a feedback tour.
- ▶ “You came back with the report.”
 - ▶ This is good.
- ▶ “The report actually reports on what we said.”
 - ▶ This is good.
- ▶ “You could give more information on jobs and direction to young people.”
 - ▶ And we did.

Reflections 1

Engagement with communities:

- ▶ Takes considerable time and effort.
- ▶ Often, What you put in is what you get out.

Scope of work:

- ▶ Requiring genuine engagement needs to be reflected in the scope of work and the budget.
- ▶ Be clear from the outset as to who should benefit
 - If the assumption is that people and communities should also benefit – the scope of work should reflect it.

Reflections 2

- ▶ Those doing the work either need to have a strong reputation and contacts in the communities or it needs to be part of the package.
 - Capacity building opportunity?
- ▶ You have to spend time in communities.
 - ▶ Brief visits do not help build relationships. It may, if you are lucky, meet your numbers.
- ▶ Competitive arena:
 - ▶ What will get lost first? Engagement?



LABRADOR PEOPLE: SHAPING OUR FUTURE

A summary of the 2010 community consultation on the social and economic effects of offshore oil and gas development on the Labrador Shelf

The full report *An Assessment of Predicted Socio-Economic Impacts of Labrador Shelf Oil and Gas Activity on Labrador Communities and Individuals*, can be found at <http://www.esrfunds.org/pdf/189.pdf>.

[Labrador People: Shaping our Future – English](http://www.esrfunds.org/pdf/LabradorPeople-ShapingOurFuture.pdf) <http://www.esrfunds.org/pdf/LabradorPeople-ShapingOurFuture.pdf>

[Labrador People: Shaping our Future– Inuktitut](http://www.esrfunds.org/pdf/LabradorPeople-ShapingOurFuture-Inuktitut.pdf)
[http://www.esrfunds.org/pdf/LabradorPeople-ShapingOurFuture–Inuktitut.pdf](http://www.esrfunds.org/pdf/LabradorPeople-ShapingOurFuture-Inuktitut.pdf)

Thank You

Bobbie Boland

Bobbieboland@bellaliant.net

709 437-5760