Getting the Word Out: How Local Economic Development Officers Can Help Mining Companies Engage With Nunavut Communities

Nunavut Mining Symposium

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Presented by Hal Timar

Executive Director, Nunavut Economic Developers Association

Association des promoteurs économiques du Nunavut

www.nunayuteda.com

Presentation Outline

Who is the Nunavut Economic Developers Association (NEDA)

Community Economic Development and the CEDOs

Realizing the Benefits from Mining Development

Benefits of Local Engagement

How The CEDO Can Help

Where NEDA Can Help

Closing Comments

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Our Mission

To build capacity and strengthen Nunavut's communities by providing programs and services to EDOs and other economic development professionals.

Who We Are...

- Since 2000, professional association of economic development officers and practitioners in Nunavut with a staffed office in Iqaluit.
- Mandate to support economic development in Nunavut and enhance the economic development profession by providing support to our members in the areas of professional development, networking, advocacy, and information exchange.

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Nunavut Economic Developers Association (NEDA)

What We Do...

 One of our primary goals is to ensure that municipalities fully understand the Community Economic Development Officer (CEDO) position, the role they play within the municipal structure and the important contributions they make in building a sustainable local economy.

How We Do That...

 Implement and support initiatives aimed at meeting the personal and professional needs of our members in the areas of information, education, training, operations and the exchange of knowledge and experience.

Why we do it...

 A strong EDO means a strong community that is driven to fulfill its own economic means and become more self-reliant.

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Some of NEDA's Projects

Socio-Economic Assessment & Monitoring Guide



A comprehensive guide to assist communities in collecting consistent and reliable data for assessment and planning purposes.

Community Economic Development Workshop Guide



A workbook to assist community focused workshops to build capacity and enable municipalities in Nunavut to better understand the concept of CED and the role it plays in developing the local economy.

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Some of NEDA's Projects

Language Act Implementation Informational Materials

Nunavut EcD Certification Program

- "Made-in-Nunavut" certification program based on relevant core competencies
- Certification courses
- Goal: Certify all CEDOs in Nunavut

Ongoing Professional Development

- Annual Training Conference
- Webinars
- Newsletter

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What is Community Economic Development?



Community Economic Development: is a process by which communities can initiate and generate their own solutions to their common economic problems and thereby build *long-term community* capacity and foster the integration of economic, social and environmental objectives.

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Role of Community Economic Development Officers

These are unique positions in the territory and require a well-rounded individual with a broad set of skills and knowledge to be effective.

Employed by the municipality, the positions are funded through an agreement with the Government of Nunavut; however they are not government employees.

They are the front line staff for community development and are responsible for a wide range of tasks including; development and implementation of the Community Economic Development (CED) plan, business development and retention, investment attraction, licensing, socio-economic assessment and monitoring, as well as initiating and leading community driven projects.

Realizing the Benefits from Mining Development

Create a Win-Win scenario where **both** the community and the mining company achieve their goals and visions.

Successful developments include the realization that there are 2 distinct sides and both sides need to realize their own benefits.

Work together to create solutions...

Economic Communities Industry Mining



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Benefits of Local Engagement

Duty to Consult

Meaningful engagement with the community is one of the key ingredients in obtaining a social licence to operate.

Good relationships are key for long term success, maybe more so in Aboriginal communities, particularly in the North.

Good relationships at the community level can often pay dividends in areas outside of the community.

People participate on a variety of Boards across a broad range of organizations

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Benefits of Local Engagement

2 way benefits for both the company and the community.

Early community involvement helps to ensure accurate information is available to help eliminate negative impressions and potentially lead to greater support for the project.

Create a sense of ownership in the project for community members.

Early engagement with the company helps the community better coordinate/plan for the benefits they may receive.

- Create a strategic plan for the company's investment in local initiatives
- Early workforce development to proactively prepare for the eventual demand

How The CEDO Can Help

By utilizing CEDOs for community engagement, mining companies can better fulfill the terms of their IIBAs.

Conduit of information/communication between the mining company, hamlet staff and elected officials and the community in general.

- Help gauge the pulse of the community and ensure that accurate information gets into the community.
- Help mining companies better understand community concerns, questions, challenges
- Help mining companies communicate the consultation procedures, etc. to community members
- Help link opportunities and needs to local businesses, both new and existing.

Excellent source for local information, both current and historical.

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How The CEDO Can Help

CEDOs help build local businesses, including businesses that support what mining companies will need at all stages of exploration, development and production.

CEDOs can help to build local capacity by coordinating the delivery of a wide range of training programs.

CEDOs can greatly enhance local recruitment by;

- Posting/advertising job opportunities;
- Collecting resumes;
- Coordinate interviews;
- Facilitating paperwork;

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Where NEDA Can Help...

As a first point of contact...

- Current contact and background information for CEDOs and communities
- Assist in introductions to a group if a project has a regional impact

On an ongoing basis...

- Support CEDO's efforts directly by NEDA staff
- Work through the CEDO network across Nunavut for additional information and support
- Information Clearing House
 - Distribution of information to communities
 - New funding or developmental programs; changes in legislation; activities of other stakeholders, etc.
 - Collection of information from communities
 - New programs and developments; issues and challenges; opinion polls, etc.

Where NEDA Can Help...

Development of Tools

- Community Profiles
- CED Workbook 2016 revision
- CEDO Toolkit

Certification

Ongoing Professional Development

Support

- Assist CEDOs in understanding how to help a mining company
- Assist mining companies in engaging CEDOs

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Closing Comments

What is Meaningful Communication?

- Clear.
- Concise.
- Concrete.
- Correct.
- Coherent.
- Complete.
- Courteous.



Closing Comments

Engage the CEDO early on in the process

Make sure that both sides are committed to meaningful discussions

Make sure that both sides benefit... there are no losers

Better communication helps to ensure;

- More informed decisions are made by community members who are less influenced by rumors and speculation.
- Strategic plans are put into place to maximize the opportunities within the community and he investments of the mining company.

NEDA is here to help!

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Contact Information

Nunavut Economic Developers Association (NEDA)

Hal Timar, Executive Director 1104B Inuksugait Plaza PO Box 1990, Iqaluit, NU X0A 0H0

www.nunavuteda.com

Phone: (867)979-4620

Email: exdir@nunavuteda.com