Schedule

11:00-11:30	Introduction
11:30-11:50	Case study breakout groups
11:50-12:00	2 groups report back
12:00-12:30	Lunch + Video
12:30-12:45	3 groups report back
12:45	Wrap-up
1:00	Close session

Presentation Overview

- Social Marketing – the term
- The emerging challenges
- Free Prior and Informed Consent
- Results of preliminary survey
  - Why we need Social License?
  - Some of the challenges
  - Elements of Cultivating Social Licence
- BREAKOUTS

The Term: Social License

1990s Mining Sector

More than "Mob Mentality"

Social license exists when a project has ongoing approval or broad social acceptance.

Gaining the Social License

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The Evolving Context

Recent court cases, eg. the Williams decision challenges in other industries eg pipelines.

Conflicts can be costly and possibly cause forceful suspensions of operations.

Free Prior and Informed Consent

FREE	Consent is given without coercion, intimidation, or manipulation.
PRIOR	Consent is sought before every significant stage of project development.
INFORMED	All parties share information, have access to information in a form that is understandable, and have enough information and capacity to make informed decisions.
CONSENT	The option of supporting or rejecting development that has significant impacts on Aboriginal lands or culture.

The Firelight Group and Boreal Council
http://borealcouncil.ca/reports/fpic/

Regulatory AND Relationships

- Forest Act
- Indigenous Titles Rights and Interests
- Tenure
- Municipal
- Shareholders

Results of Survey and Interviews

- Built on results of Jen's Indicators survey
- We had 12 people fill in a survey online (Thank You!!)
- We interviewed 5 community forest managers

Here is what we heard

Results:
Why do we need social license?

- Ability to operate without opposition; to minimize conflict
- Community acceptance, understanding, support
- Build trust
- Build social cohesion within a community
- Purpose of a community forest – "it's the right thing to do"

Results: Some of the Challenges

- Unwillingness to consider financial viability as justification for activities
- Changing perceptions about forest practices
- Conflicting values
- Folks don't come out to community meetings; hard to reach land owners
- Lack of trust
- Time pressure and money pressure (lack of capacity to engage community)

# Elements of Cultivating Social License

- Set goals
- Identify key influencers
- Listen to values or interests
- Adapt objectives and
- Identify key tools or actions

Example Goals

- The Right to Harvest is maintained; achieve long-term sustainability for the business
- Realize Environmental, Social and Economic Benefit
- Optimize a diversity of uses and benefits
- Meet Forest tenure and regulatory duties

Indicators Report Who (#10): PUBLIC ENGAGEMENT
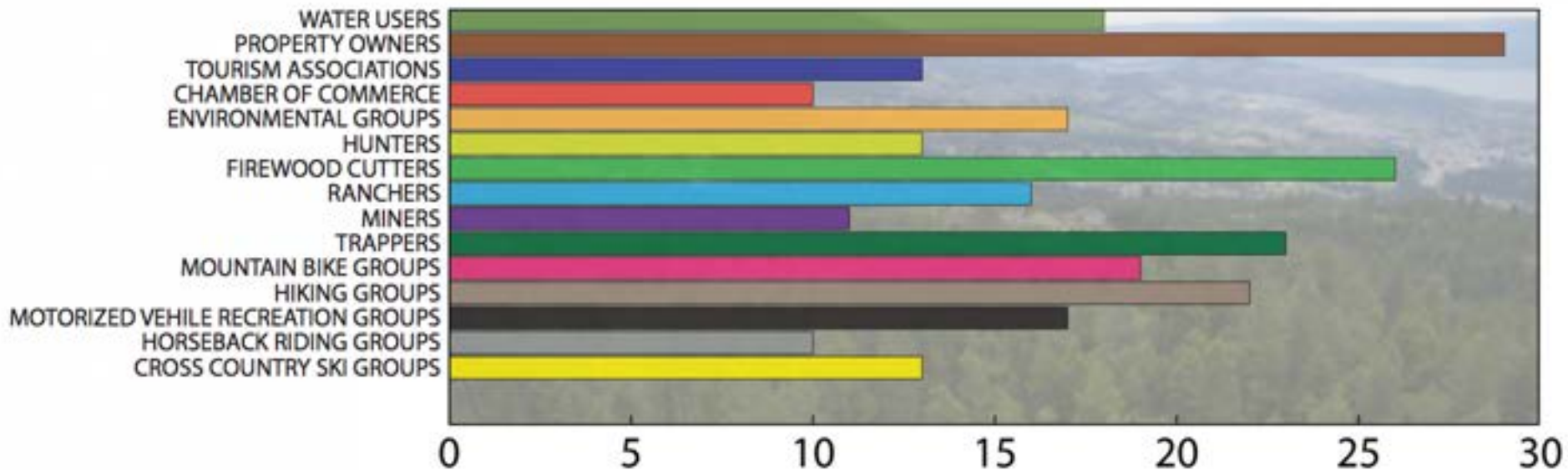
Some of the approaches or tools

- Relationship-based approach
- Identify influencers in community
- Community-based planning
- Collaborative Governance/decision frameworks or processes
- Local recruitment "More eyes on the prize"
- Education – increase understanding of fuel management; duties associated with tenures
- FPIC for First Nations title areas
- FSC certification

Indicators Report (#9): are these working?
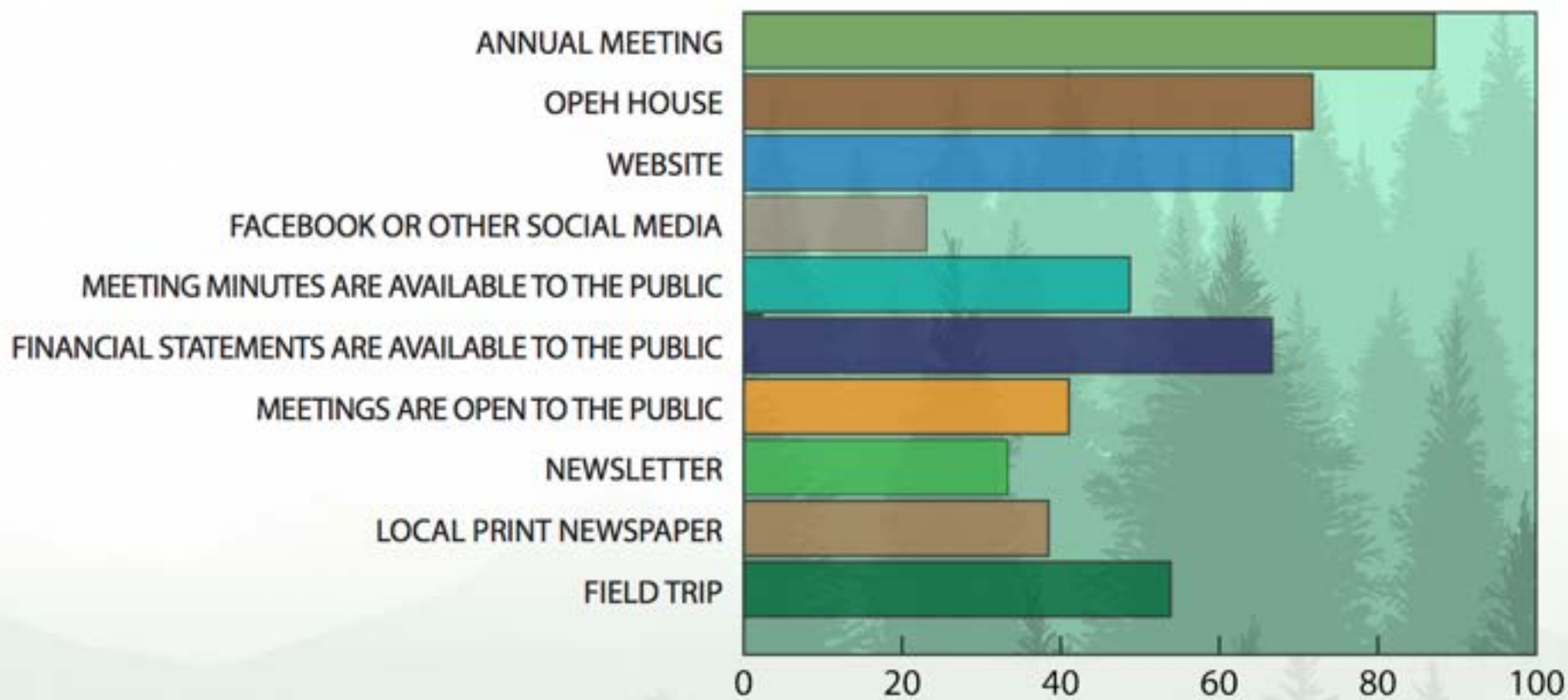
British Columbia Community Forest Association Indicators Report

Breakout overview

1. **Watershed-based approach and collaborative decision process (lessons from a COOP)** *Harrop Proctor*
2. **Fire Interface management in context of multi-use objectives** *Tumbler Ridge Community Forest; Westbank*
3. **Preservationists and Education (being visible in the community)** *Nakusp*
4. **Land use planning** *Williams Lake and Vanderhoof*

Video

Sally Kohn: Let's try emotional correctness

Lessons Learned

Emotional correctness: are your efforts to engage community members genuine?

Social license takes time to build since it is based on trust and personal relationships. In a small community personalities are important. You don't get social license without listening, trying to understand, and demonstrating that you care.

Next Steps

Compile list of tools and resources for managers to post on the website;

Publish tools and lessons learned from community forestry for cultivating social license.

Other?

Resources

Community forestry resources:
 http://bccfa.ca/category/bccfa-publications/:
Community Forest Guidebook
Guidebook II Effective Governance and Forest
 Management
Shareholder Corporation Contract
Firelight Resource:
 Free Prior and Informed Consent
http://borealcouncil.ca/reports/fpic/

Thank You

Who We Are

We are a consulting group that works with Indigenous and local communities in Canada and beyond to provide high quality research, policy, planning, negotiation, and advisory services.

Founding Principles

- **Quality:** High quality, objective, evidence-based, and peer reviewed research

- **Fairness:** Collaborative and supportive approach to work and research.

Founding Principles

- **Respect:** Work that is respectful and respected by all parties.

- **Social return:** Giving back to communities by supporting initiatives that are culturally, politically, or ecologically important.

Health and diet studies ⚕️

Communities may need health research for planning or because of concerns about risks from contaminants to health, wildlife, and water. Our work includes community health surveys, diet studies, program evaluation, and impact assessments.

Traditional use studies

Firelight provides high quality **traditional use studies,** which have been instrumental in helping communities identify key values and interests in relation to proposed industrial developments.

Mapping support 📍

Underlying much of our community-based work, Firelight's **cartography and GIS** technical expertise focuses on capacity building: giving communities the tools and training to manage their own spatial data.

the firelight group

Firelight can engage at every stage of a regulatory, planning or negotiations process. We help communities design well-documented, useful research to support their needs, often with one set of services integrating with another.

Ecological research 🦌

Firelight supports communities to undertake focused **ecological research** to better understand the state of a specific resource (e.g., moose, caribou, or culturally important plants) and how they will be affected by proposed development.

Agreement support 🤝

Firelight supports communities to negotiate strong **Impact and Benefit Agreements (IBAs),** with industry.

Socio-economic studies 📊

Socio-economic research supports planning and helps identify and manage industrial impacts. Firelight supports communities to collect and analyze their own data on what matters day to day for members.

Planning and governance 📈

Communities engage Firelight in developing First Nations-led land use plans, policy and protocols, economic-development plans and monitoring plans.

Regulatory support ⚖️

Firelight provides **regulatory support** for approval, management and monitoring processes required following environmental certification.