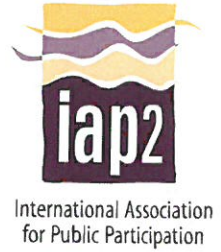


IAP2 Spectrum of Public Participation



Public participation goal

Inform

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

Consult

To obtain public feedback on analysis, alternatives and/or decisions.

Involve

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

Collaborate

To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

Empower

To place final decision-making in the hands of the public.

Promise to the public

We will keep you informed.

We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.

We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.

We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.

We will implement what you decide.

Example techniques

- Fact sheets
- Web sites
- Open houses

- Public comment
- Focus groups
- Surveys
- Public meetings

- Workshops
- Deliberative polling

- Citizen advisory committees
- Consensus-building
- Participatory decision-making

- Citizen juries
- Ballots
- Delegated decision

The Seven Core Principles for Public Engagement

These seven principles reflect the *common* beliefs and understandings of those working in the fields of public engagement, conflict resolution, and collaboration. In practice, people apply these and additional principles in many different ways.

1. **CAREFUL PLANNING AND PREPARATION**

Through adequate and inclusive planning, ensure that the design, organization, and convening of the process serve both a clearly defined purpose and the needs of the participants.

2. **INCLUSION AND DEMOGRAPHIC DIVERSITY**

Equitably incorporate diverse people, voices, ideas, and information to lay the groundwork for quality outcomes and democratic legitimacy.

3. **COLLABORATION AND SHARED PURPOSE**

Support and encourage participants, government and community institutions, and others to work together to advance the common good.

4. **OPENNESS AND LEARNING**

Help all involved listen to each other, explore new ideas unconstrained by predetermined outcomes, learn and apply information in ways that generate new options, and rigorously evaluate public engagement activities for effectiveness.

5. **TRANSPARENCY AND TRUST**

Be clear and open about the process, and provide a public record of the organizers, sponsors, outcomes, and range of views and ideas expressed.

6. **IMPACT AND ACTION**

Ensure each participatory effort has real potential to make a difference, and that participants are aware of that potential.

7. **SUSTAINED ENGAGEMENT AND PARTICIPATORY CULTURE**

Promote a culture of participation with programs and institutions that support ongoing quality public engagement.

Engaging Your Members: Action Plan Template

Who are you aiming to engage?

What is your goal for this group?

Who is usually in this group?

What is their general view of the union?

Turn over

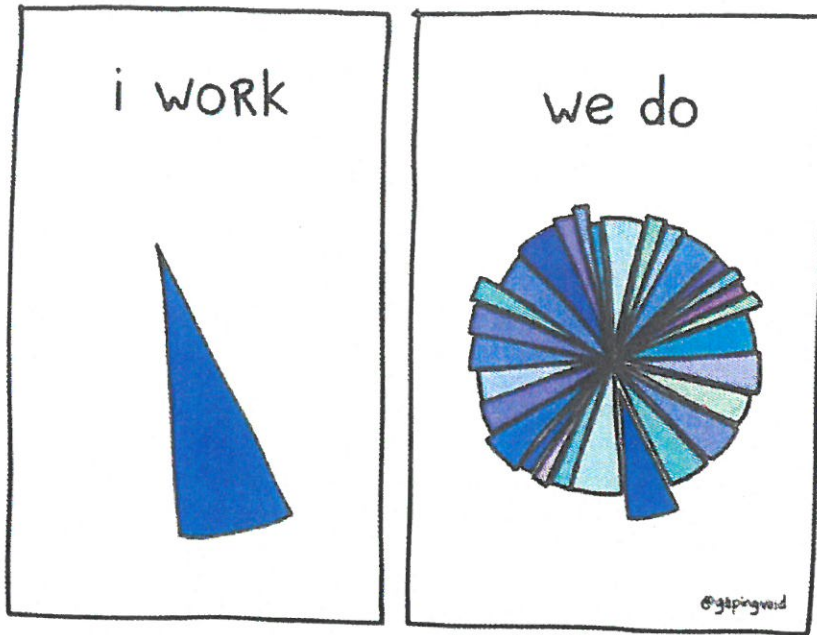
What is the key barrier to reaching this group?

(E.g. earning their trust; getting information to them; etc.)

What type of engagement might work best for this group?

What are some possible actions you could use to engage this group?

Who do you need to build relationships with to make this happen?



Labour Relations + Member Engagement = Stronger Unions

I commit to.....
