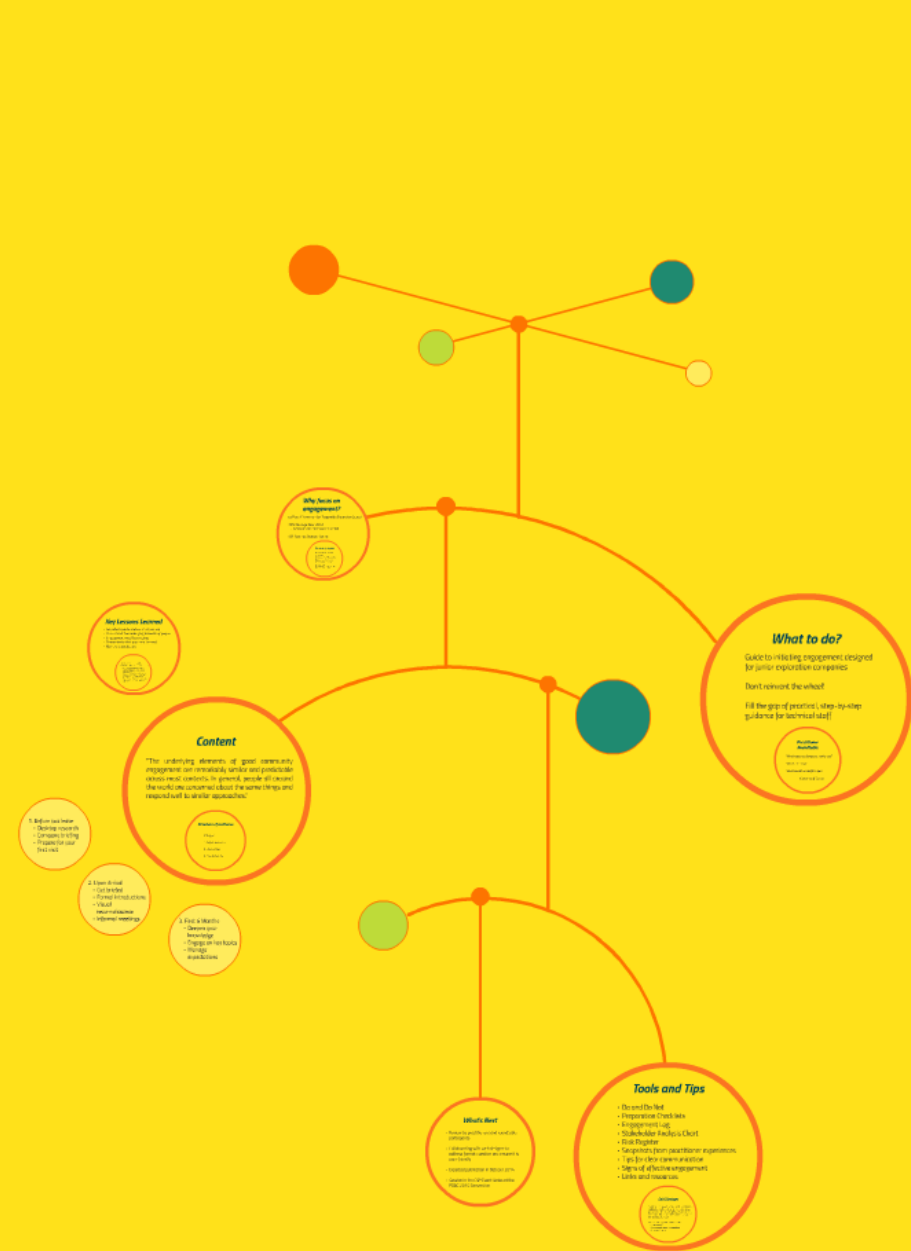


Engaging for Exploration: A guide to initiating stakeholder relations

Emily Nunn - Manager, CSR
Prospectors & Developers Association of Canada



Why focus on engagement?

e3 Plus: A Framework for Responsible Exploration (2009)

PDAC Strategic Plan (2012)

- Access to land and access to capital

CSR Roadmap Outreach (2013)

The Cost of Conflict

Rachel Davis & Daniel Franks, 2014

Early Exploration:

Interviewees estimated that around US \$10,000 is lost for every day of delay – through lost wages and the costs of maintaining an exploration camp.

Advanced Exploration:

Up to US\$50,000 a day can be lost when programs are placed on “standby.”

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What to do?

Guide to initiating engagement designed for junior exploration companies

Don't reinvent the wheel!

Fill the gap of practical, step-by-step guidance for technical staff

Practitioner Roundtable

What resources do you currently use?

What's missing?

What would be useful to you?

Content and Format

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Content

"The underlying elements of good community engagement are remarkably similar and predictable across most contexts. In general, people all around the world are concerned about the same things and respond well to similar approaches."

Structure of Guidance

3 Stages:

1. Before you leave
2. Upon arrival
3. First 6 months

Key Lessons Learned

- Say what you do and do what you say.
- Understand the underlying interests of people.
- Engagement must be ongoing.
- Demonstrate that you have listened.
- Manage expectations.

The quality of company-community relationships is typically affected by three things:

- Distribution of benefits (jobs, contracts, community projects) is transparent and perceived as fair
- The company is, and is seen to be, taking responsibility for project impacts, be they environmental, social health-related, etc.
- The company is demonstrating respect and caring for local stakeholders and their concerns.

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- Visual reconnaissance

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- Prepare for your first visit

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Tools and Tips

- Do and Do Not
- Preparation Checklists
- Engagement Log
- Stakeholder Analysis Chart
- Risk Register
- Snapshots from practitioner experiences
- Tips for clear communication
- Signs of effective engagement
- Links and resources

Exit Strategy

Having an exit strategy with community engagement will benefit the host country and public and will ensure a positive impact on the community that stakeholders will have at the end of the engagement period.

- Communication
- Community
- Local community and culture
- Exit strategy

What's Next

- Review by practitioners and roundtable participants
- Collaborating with web designer to address format question and ensure it is user-friendly
- Expected publication in October 2014
- Session in the CSR Event Series at the PDAC 2015 Convention

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Considerations for relationships with

- Communities
- Local employees and contractors
- Local authorities

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