Strengthening Public Participation in Environmental Decision-Making: Building Connections for Africa and the Middle East

This is YOUR Workshop!

- Designed to maximize learning and sharing among all participants
- Your participation will help to shape our results

Our Agreements

- Participate
- Listen
- Be Polite
- Create a Safe Space for Discussion
- Be on Time
- Make Connections

- Chatham House Rules—the information belongs to all of us, use it, but do not assign quotes without permission.

Agenda Format

- **Learning** – Principles from the Toolkit
- **Sharing** – Stories from the region
- **Dialogue** – Exercises to apply learning to your projects, breakout groups by language

- Timing is flexible to ensure we take advantage of the most important elements t

Your Energizers

- After each break, we want your ideas to keep up the energy

- Lead us in a quick exercise, song, or other idea to keep up the energy in the room

- We will look for a volunteer for each break so start thinking now!

Share Your Ideas on The Brain!

- Big ideas that you want to bring home

- Write in your language, we will translate for everyone

- We will use these to outline the final report

Make Connections

- Start from home and then move around
- Talk to people you don't know
- Explore connections and commonalities and write them on the back of one of your cards
- Hang your card on their place on the map
- Continue this throughout the workshop, leave notes and ideas for each other

Basic Principles of Public Participation and the USEPA Web Toolkit

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USEPA Public Participation Guide

- **http://www.epa.gov/international/public-participation-guide/index.html**
- Developed by USEPA to support environmental agencies and staff
- Uses text and video
- Provides an overview of best practices
- Provides assistance in planning and conducting effective public participation
- Introduces key public participation skills and behaviors
- Case studies, tools, and links to additional resources on the web

What is Public Participation?

Any process that obtains and considers public input in making a decision or taking an action.

Public Participation and Public Relations are not the same

- **Public relations** does not include the opportunity for the public to influence the decision or outcome

- **Public participation** <u>must</u> include the opportunity for the public to influence the decision or outcome

Sometimes, We Should Use a Public Relations Approach

- When our goal is limited to informing the public such as in public awareness campaigns, but there is no room for them to affect the decision

- Or when our goal is to change public behavior, such as in social marketing activities

Sometimes, Public Participation is the right Approach

- It is public participation as long as there is a real opportunity for public input to influence the decision or outcome

- Public participation can be very simple or quite complex, it is almost never the same from project to project

Why Should we do Public Participation? For Better, More Sustainable Decisions

- Decision-makers tap into the collective wisdom of the public and have better information to base decision

- Decisions take into account the needs of the full range of stakeholder interests

- Stakeholders better understand decisions and often become invested in them
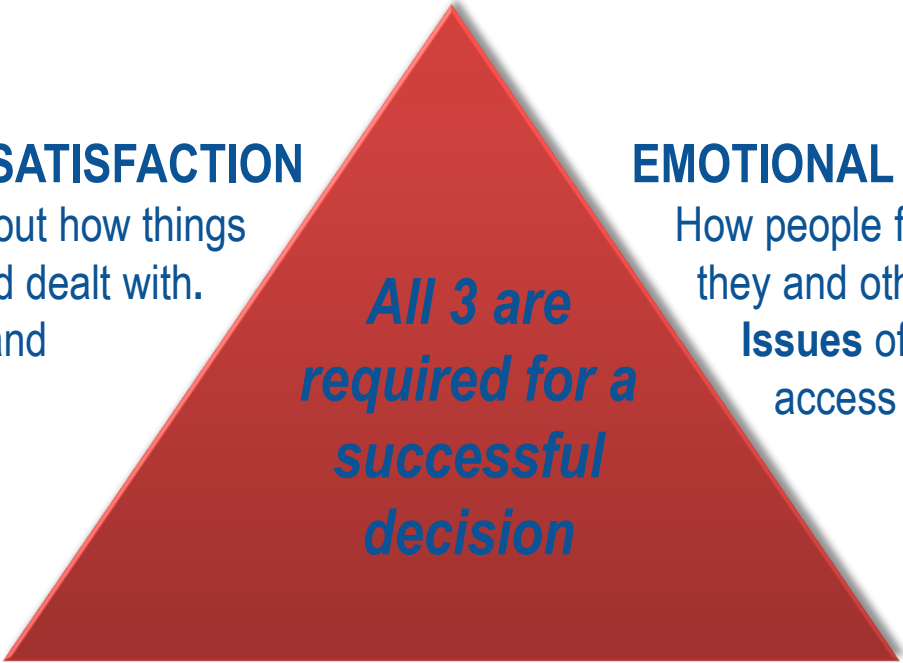
Elements of Effective Decisions

PROCEDURAL SATISFACTION
How people feel about how things are talked about and dealt with. **Issues** of fairness and transparency.

EMOTIONAL SATISFACTION
How people feel about how they and other are treated. **Issues** of respect and access to decision-making.
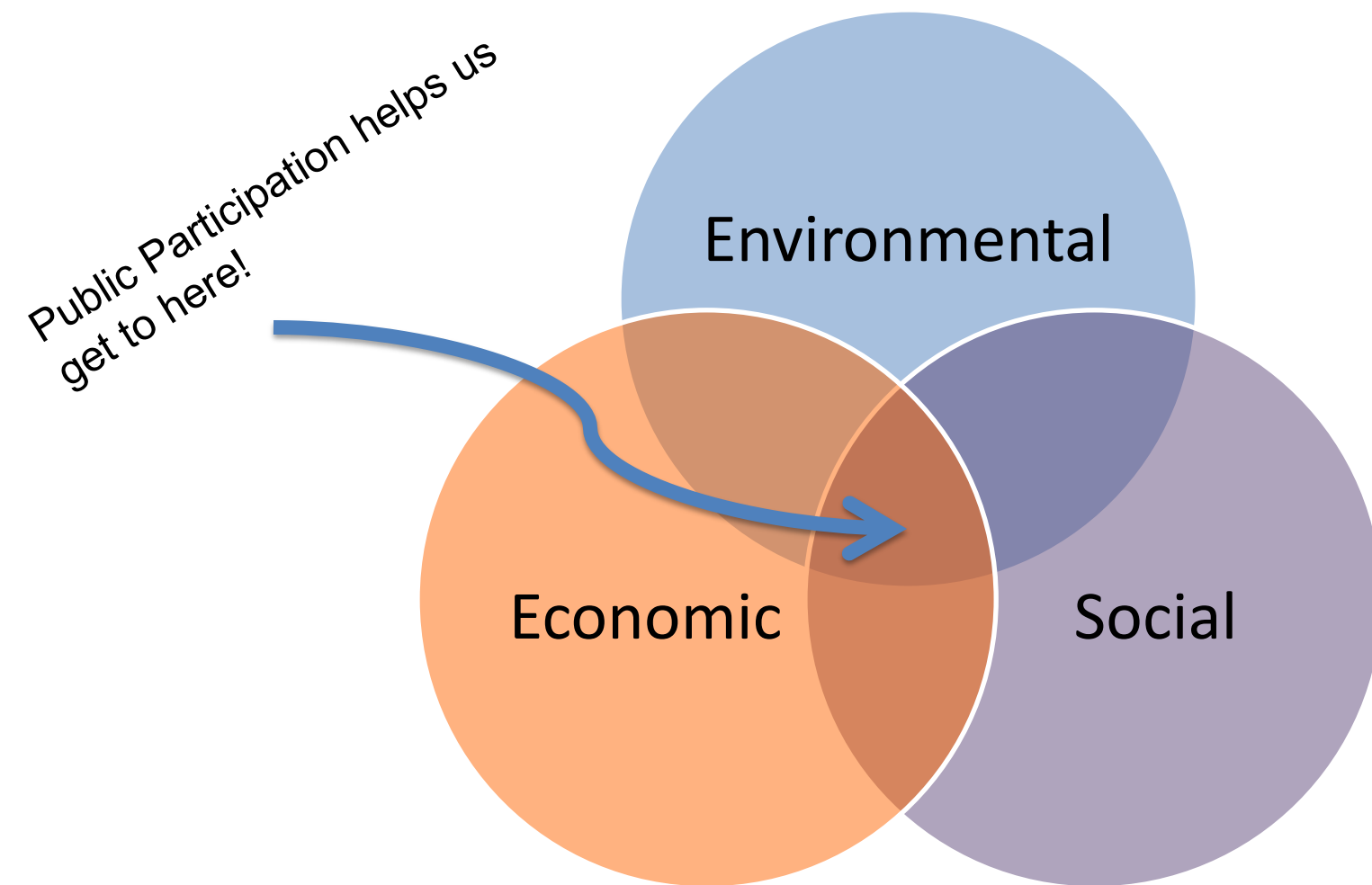
All 3 are required for a successful decision

SUBSTANTIVE SATISFACTION
How well things are explained, questions answered, topics discussed, and input considered.
Issues of values, needs, interests.

UN Model of Sustainability

Public Participation also Builds Community Capacity

- Stakeholders and communities learn how to solve problems and address issues constructively

- Communities improve their behaviors, knowledge, and communication with each other

**Tell me, I forget.
Show me, I remember.
Involve me, I understand.**

– Ancient Proverb

Best Practices in the Toolkit: Keys to a Successful Process

1. Clarify the goals for and level of public participation
2. Identify where public input can influence the decision
3. Develop and share meaningful information
4. Engage a broad range of stakeholder interests
5. Design a comprehensive participation process
6. Ensure sponsor commitment

1. Clarify the goals for and level of public participation

- Why do we hope to gain from public participation?
- Is there a real opportunity for the public to influence the decision or outcome?

1. Clarify the goals for and level of public participation

- Identify the appropriate level of public participation, based on:
    - Degree to which pubic input can make a difference
    - Public desire to participate
    - Our willingness to engage the public
    - Available resources
    - Available time
    - Consequences of **not** engaging the public

IAP2's Public Participation Spectrum

Increasing Level of Public Impact

|	Inform	Consult	Involve	Collaborate	Empower
Public participation goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	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

iap2

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Levels of Public Participation

- Higher is not necessarily better
- Select the level that best fits the circumstances
- OK to stay at inform as long as expectations are clear

2. Identify where public input can influence the decision

- Identify specific points where public input is important and possible

- Public input early in the process is often most effective

- Ask very specific questions that help to focus public input

- Do not ask the public for input to things they are unable to influence, or after decisions are made

- Avoid asking "what do you want"
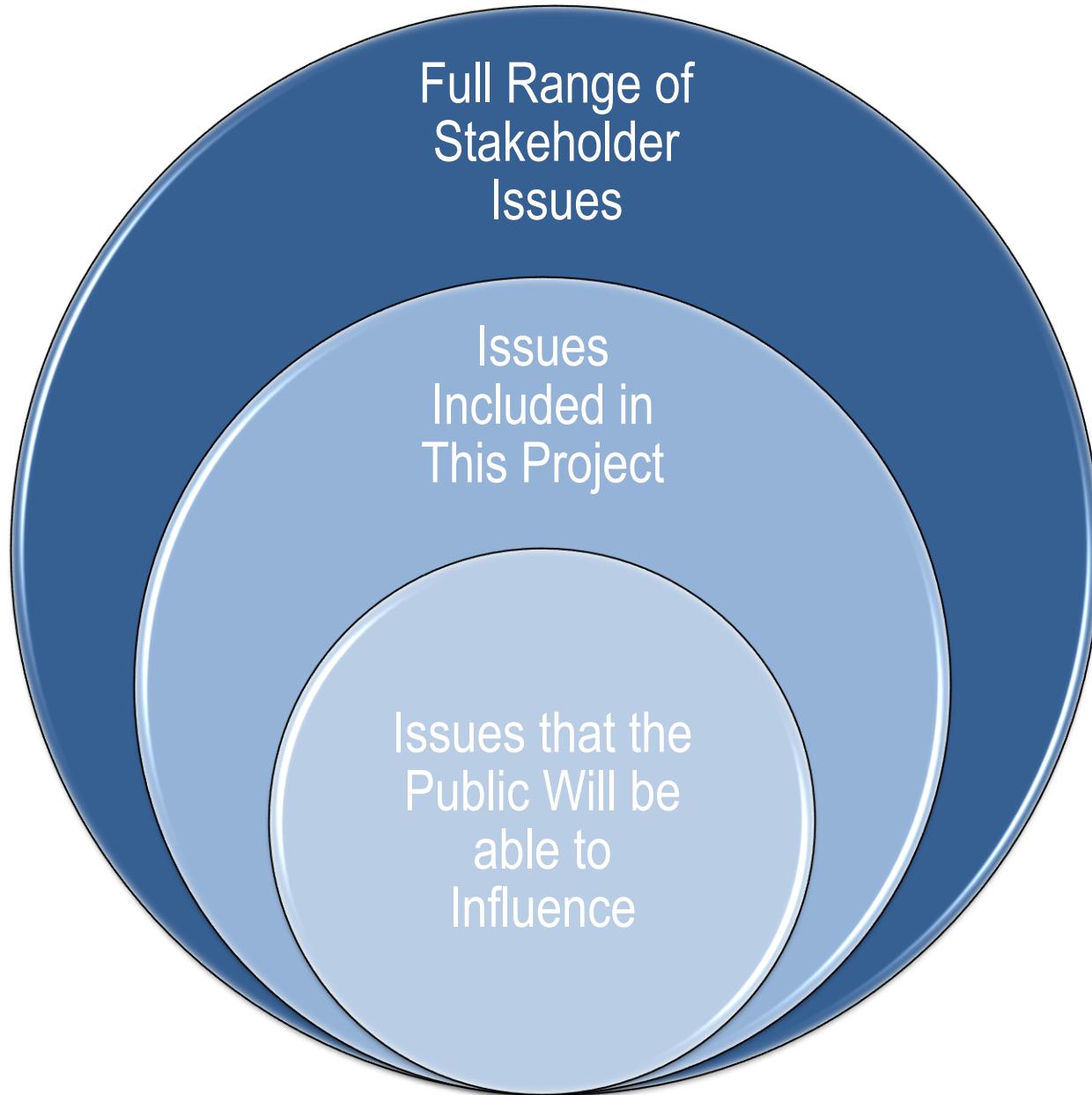
3. Develop and share meaningful information

- Make sure the public has the information it needs to provide meaningful input

- In general, stakeholders and decision makers should be looking at the same set of facts for input to be useful

- Make information accessible and understandable to the public

4. Engage a broad range of stakeholder interests

- Be careful not to limit your interaction to the loudest voices

- Identify the range of voices that should be involved in the process and reach out to all of them

- Foster relationships with key stakeholders

- Help stakeholders interact with each other

Identify Full Range of Interests

Narrow Agendas and Special Interests

General Public

Narrow Agendas and Special Interests
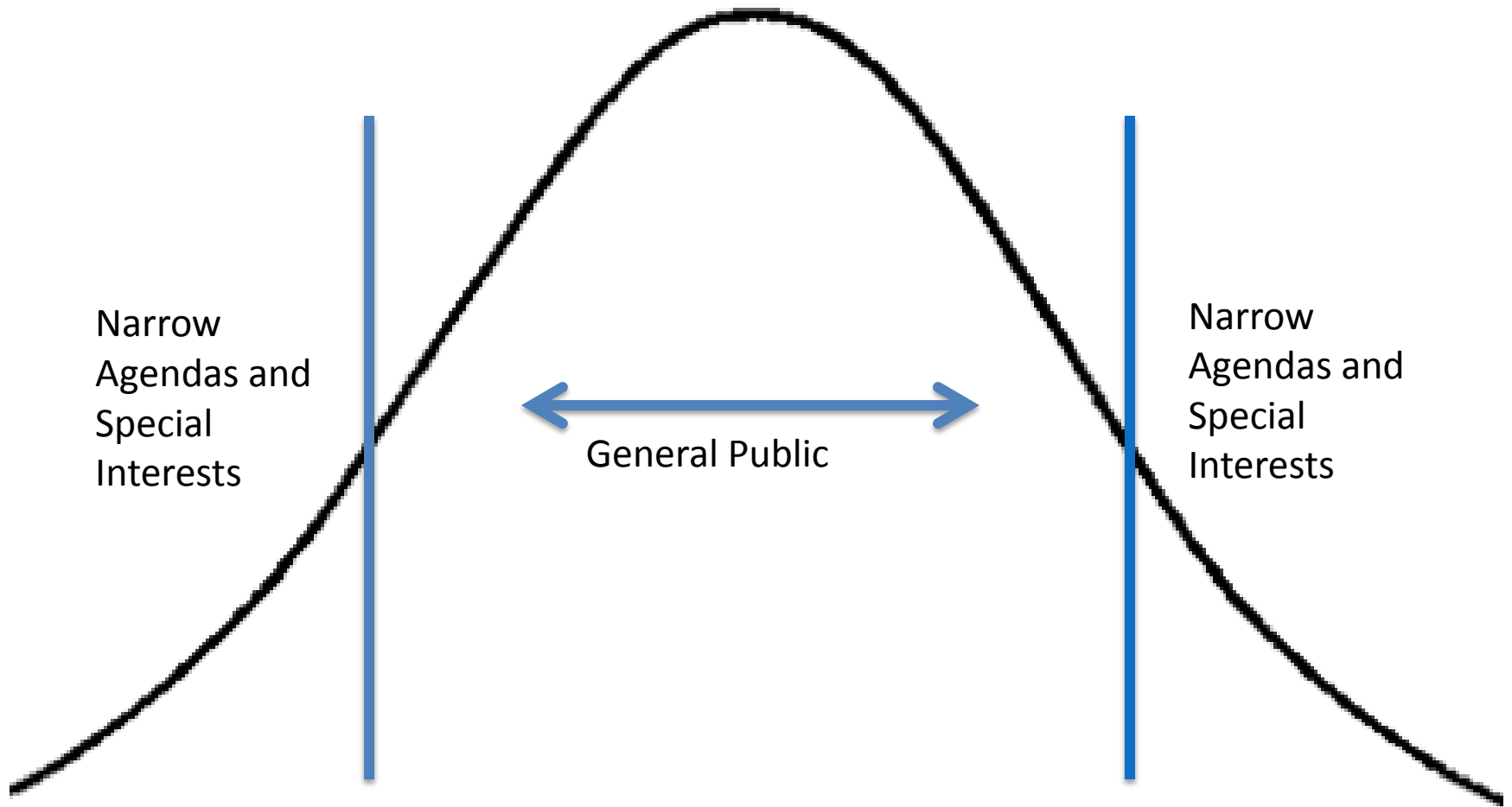
5. Design a comprehensive participation process

- Start early and think about public participation continuously

- Match up public participation activities with your overall decision process

- Do not rely on single events or limited meetings

| Define Problem | Gather Data | Establish Criteria | Identify Alternatives | Evaluate Alternatives | Make Decision |

6. Ensure sponsor commitment

- Willingness to consider input at places and at level promised
- Make sufficient resources available
  - Money
  - Time
  - Manpower
- Transparency of information appropriate to the level of participation
- Relationship-building with stakeholders

Country Discussions

- Talk with others from your country

- Ask yourself:

  - *How does our public participation compare with the model presented here?*

  - *How do these concepts relate to our circumstances and where can we improve?*

Introduction to Public Participation

Skills

Tools

Resources

Situation Assessment

Key Skills, Knowledge, and Behaviors

Tools to Inform

Case Studies

Selecting the Right Level

Skills Matrix

Tools for Input

Links

Planning

Tools for Agreement

Glossary
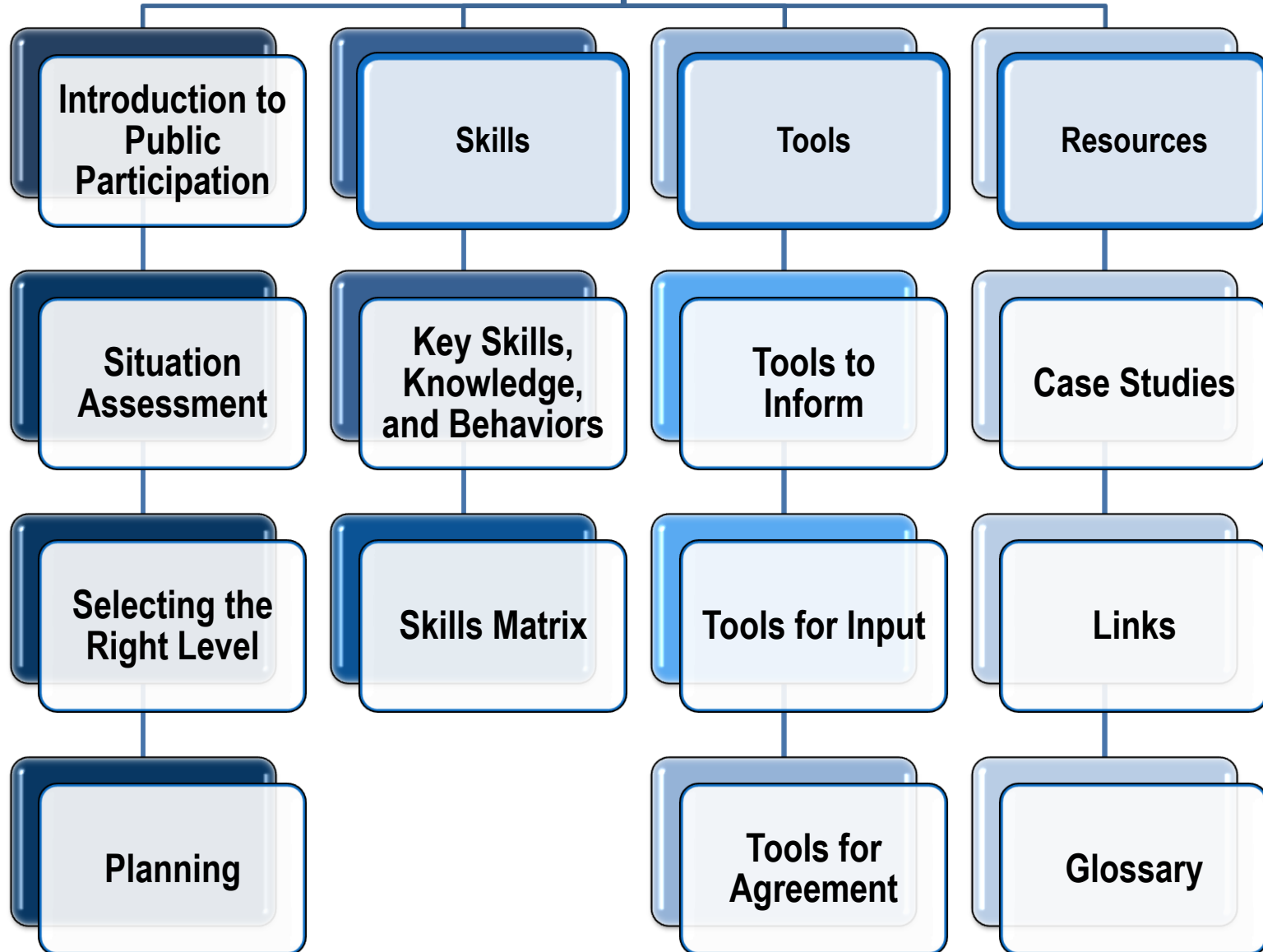
What is Public Participation?
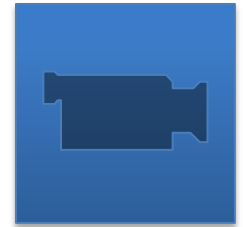
- Definition
- Benefits
- Best practices
- Sponsor responsibilities

Sidebar navigation

- What is Public Participation?
- Situation Assessment
- Selecting the Right Level
- Planning

PUBLIC PARTICIPATION GUIDE

Engage the public. Preserve the planet.

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│  What is Public     │
│  Participation?     │
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┌─────────────────────┐
│                     │
│ Situation Assessment│
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│  Selecting the Right│
│  Level              │
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│                     │
│     Planning        │
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Situation Assessment

- What is it

- Why do it

- How to do it

- What to do with the results

- Links

PUBLIC
PARTICIPATION
GUIDE
Engage the public. Preserve the planet.

Selecting Level

- Introduction to Spectrum
- Inform
- Consult
- Involve
- Collaborate
- Empower

What is Public Participation?

Situation Assessment

Selecting the Right Level

Planning

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│ Selecting the Right │
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│ Planning            │
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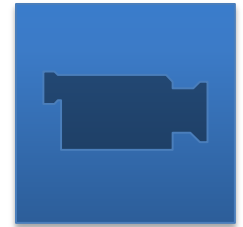
Planning Steps

1. Organize for Participation
2. Identify and Get to Know Your Stakeholders
3. Pick an Appropriate Level of Public Participation
4. Integrate Public Participation Into the Decision Process
5. Match Public Participation to Objectives Throughout
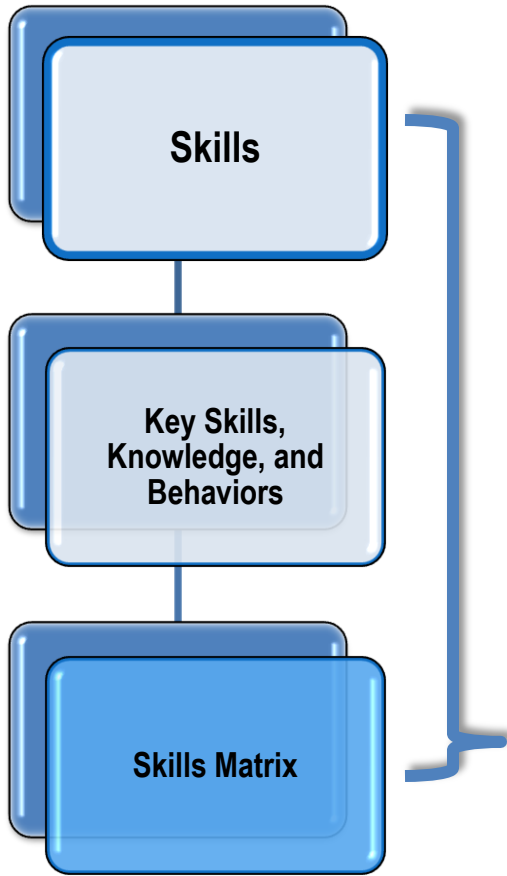
Skills, Knowledge, Behaviors

Skills

Key Skills, Knowledge, and Behaviors

Skills Matrix

- Public Participation Principles
- Public Participation Behaviors
- Project Management
- Communications
- Facilitation

PUBLIC PARTICIPATION GUIDE

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Skills Matrix—helps to identify needed skills and training for your overall team.

Skills

Key Skills, Knowledge, and Behaviors

Skills Matrix

Public Participation Foundational Skills Capacity Matrix
The public participation team, as a whole, should exhibit all the skills, knowledge, and behaviors needed for successful public participation.

| Foundational Skills	Skill Level for all Team Members	Additional Skills for Managers and Leaders	Additional Skills from Outside Experts
Understanding of Public Participation Principles • Opportunity for influence • Commitment to input • Inclusiveness • Relationship-building • Transparency	Understand and recognize the importance of all principles.	Provide leadership and guidance to ensure that principles are at the core of the planning and implementation of the project.	Provide training in principles and overall approach to public participation.
Understanding of Public Participation Behaviors • Openness • Humility • Respect • Honesty • Reliability • Flexibility • Resilience	Reflect on the importance of individual behaviors and how to ensure their interactions with stakeholders are positive.	Recognize individual behaviors and overall team behavior and build the capacity over time. Ensure team member roles are properly aligned with their current behavior capacity. Model the behaviors at all times.	Provide training in behaviors.
Project Management • Situation Assessment • Goal-setting • Planning • Process Management • Meeting and Event Management • Evaluation	Apply appropriate project management skills to their individual role.	Design public meetings and events. Create project workplans. Provide overall project management and leadership.	Provide training in project management. Design public meetings and events. Create project workplans.
Stakeholder Communication • Effective writing • Simple language • Presentations • Interpersonal skills • Active listening	Understand the importance of each skill, their own current skill level, and take action to improve skills over time.	Recognize individual skills and overall team capacity and build the capacity over time. Ensure team member roles are properly aligned with skills. Engage outside experts to complement gaps in currents skills.	Provide training in communication. Provide expert communication skills and assistance in all areas.
Neutral Facilitation	Recognize and respect the role and importance of facilitation.	Work cooperatively with the facilitator to design and implement credible processes.	Apply all the skills required of an expert neutral facilitator.
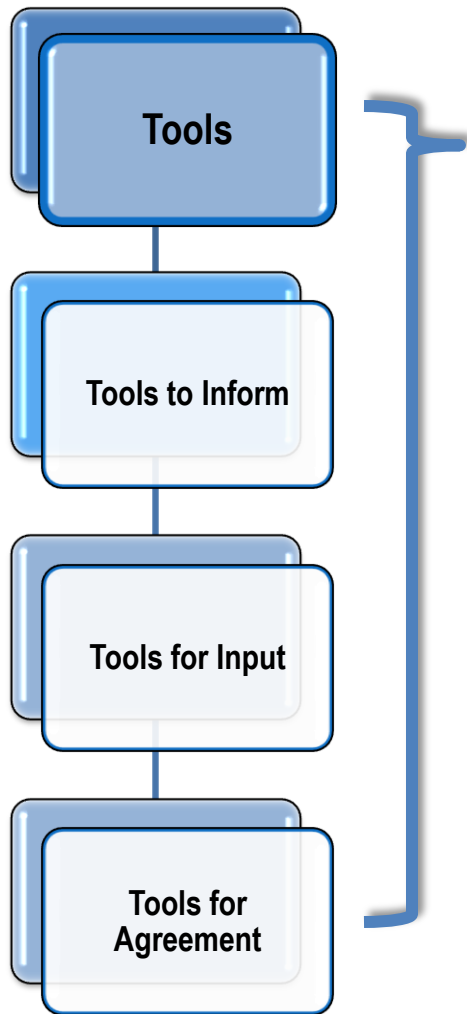
Tool Sheet Topics

- Tool Description
- Potential Uses
- Challenges to Consider
- Principles for Successful Planning
- Resources Needed
- Cost
- Group Size
- Relevant Participation Levels
- Links

Tools

Tools to Inform

Tools for Input

Tools for Agreement

Tools to Inform

Tools

Tools to Inform

Tools for Input

Tools for Agreement
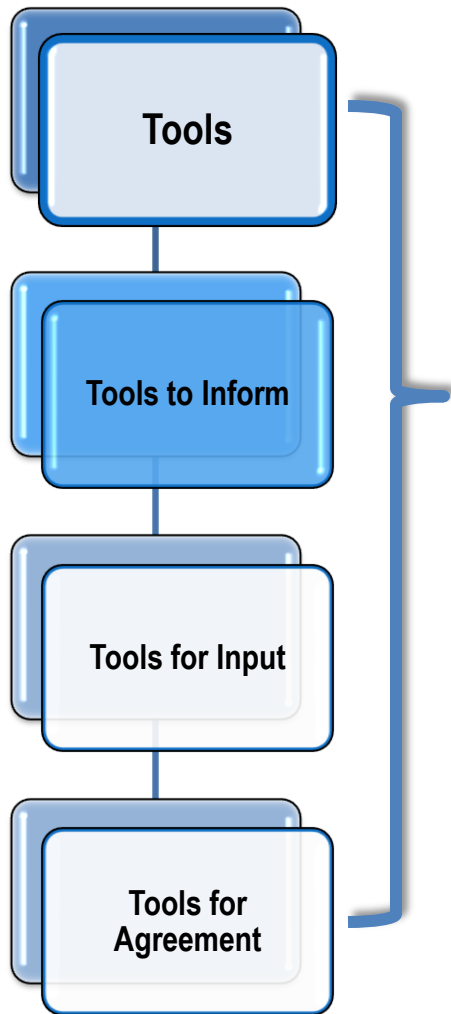
- Briefings
- Fact Sheets, Newsletters, Bulletins
- Information Hotline
- Information Repositories
- Information Kiosks
- Press and media
- Public Meetings
- Web sites

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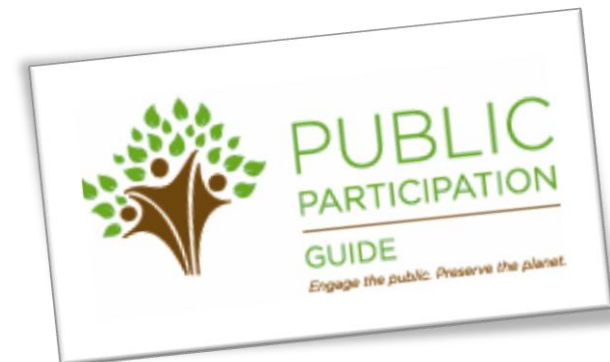*Engage the public. Preserve the planet.*
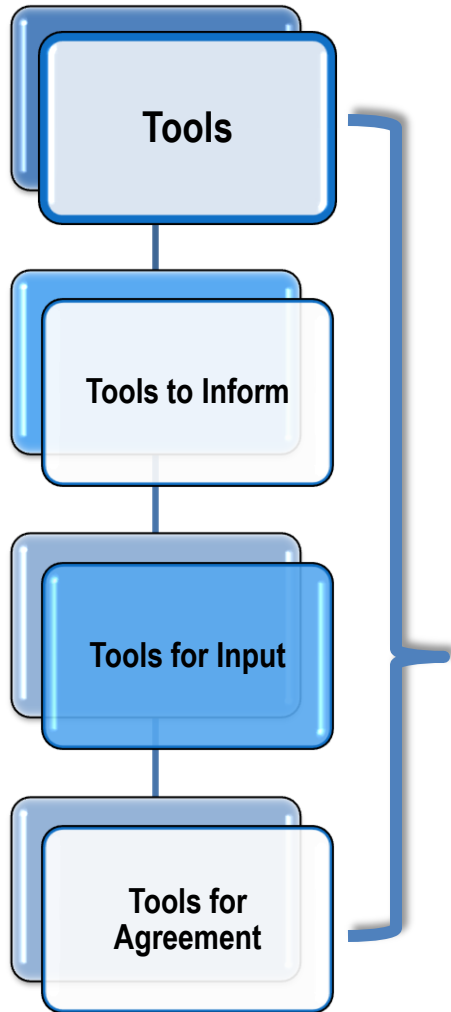
Tools for Input

- Appreciative Inquiry Processes
- Charrettes
- Computer-Assisted Processes
- Focus Groups
- Interviews
- Study Circles
- Public Meetings/ Hearings
- Public Workshops
- World Café

Tools

Tools to Inform

Tools for Input

Tools for Agreement
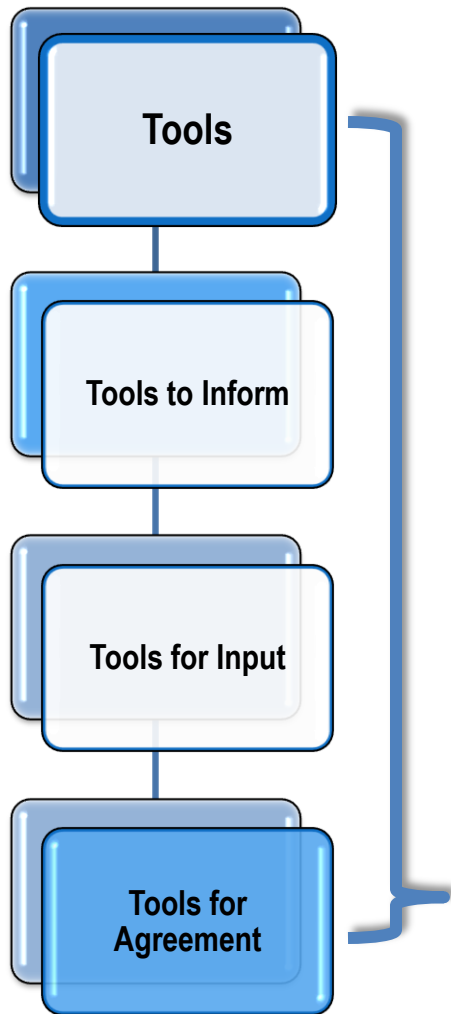
Tools for Agreement

- Consensus workshops
- Advisory boards and similar groups
- Electronic Democracy
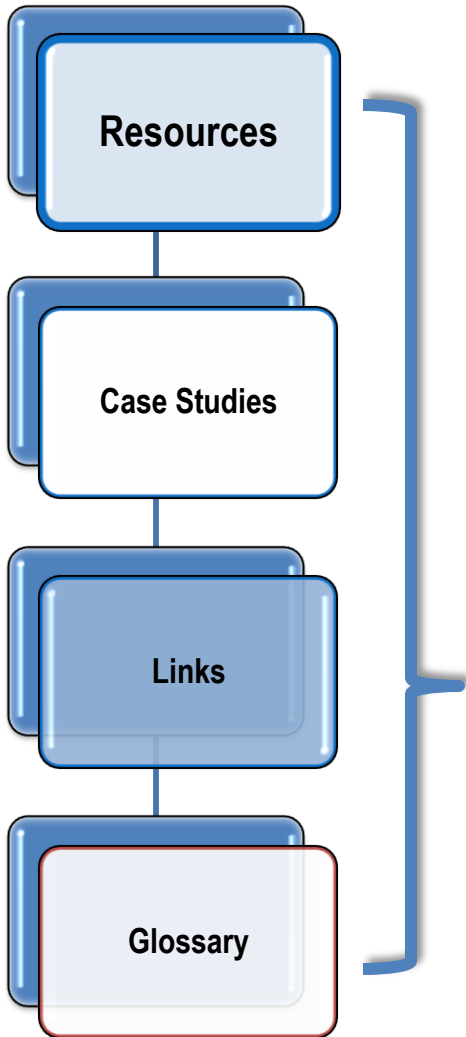- Citizen Juries

Case Study Format

Resources

Case Studies

Links

Glossary

- Project Name and Sponsoring Agencies
- Background
- Public Participation Goal and Level
- Public Participation Approach
- Result/Outcome
- Specific Public Participation Tools and Techniques Used
- Lessons Learned
- Links