

CONSEIL DE LA  
PREMIÈRE NATION DES INNUS

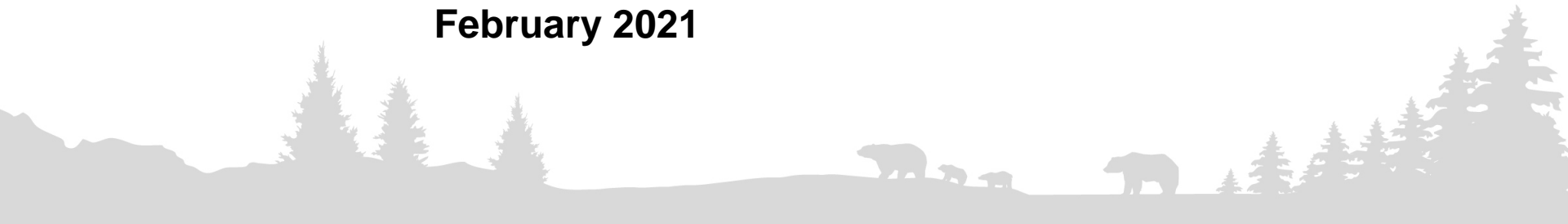
ESSIPIT





# Demystifying community engagement as part of the CCP of the Essipit Innus First Nation

February 2021





## The objectives of the meeting

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- Better understand the facets of community engagement.
- Share the strategies in place as part of the CCP process in Essipit.
- Discuss the different practices of the communities.







**Community engagement is:**

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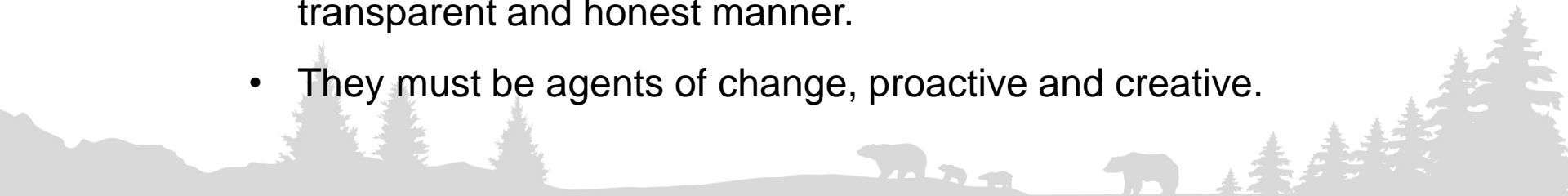
***The art of engaging to achieve a goal, a project.***





# The role of CCP coordinators

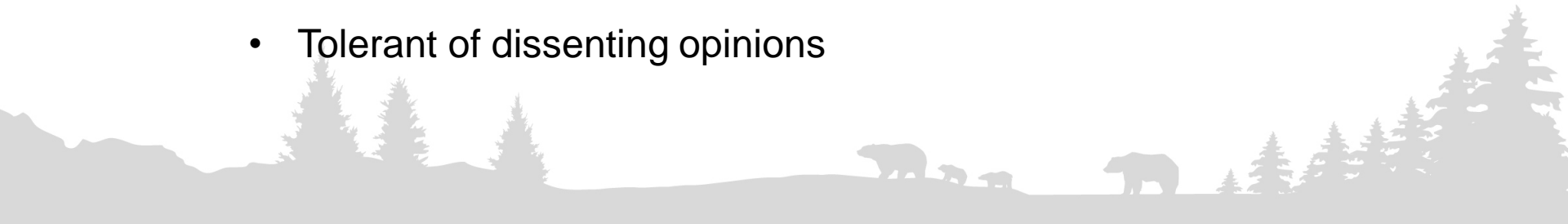
- CCP coordinators have a fundamental role to play.
- They must walk with and guide the community and the teams in place throughout the process by building concertation among and engaging with key players.
- They must create bridges and relations between the Council and the population. Thus, it is important that they communicate in a transparent and honest manner.
- They must be agents of change, proactive and creative.





## Some characteristics of a good mobilizer

- Respectful
- Leadership
- Teamwork
- Good listeners and strong communicators
- Humble
- Patient
- Devoted
- Tolerant of dissenting opinions





# How to undertake a community engagement process

- Identify the people involved in the process.
- Know your target audiences.
- Learn the different ways communication flows.
- Learn the different methods of disseminating information.







## Define your target groups

- What will be your action plan to achieve your engagement?
- Who will be your target groups?
- What ways will you use to reach your target groups?
- What will your key messages be?
- What budget will you allocate to your actions?





# Engagement starts with solid foundations

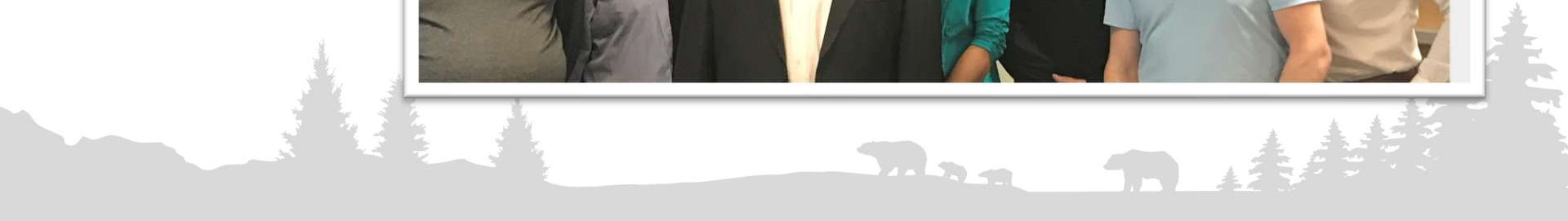
- Establish the planning committee.
- Define the basis of the CCP.
- Create a complementary work team.
- Define a work plan and a budget.
- Create a CCP committee (importance of involving members).





## The CCP committee

- Its role
- Its composition
- Its selection





# The key elements for a successful engagement

- Political support
- Support from superiors
- Adequate budget
- Regular follow-ups
- Give people the rationale
- Return on investment (file will not gather dust on the shelf)





# IN CONCLUSION...

## The pyramid of engagement

