

CONSEIL DE LA PREMIÈRE NATION DES INNUS

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

February 2021



#### The objectives of the meeting



- 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.

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#### What is community engagement?

THE QUESTIONS WE ASK ...

- What is comprehensive community engagement?
- Should we make a plan?
- Where do we start?
- How do we structure ourselves?
- Who do we want to reach?



#### **Community engagement is:**

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







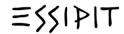
#### The role of CCP coordinators



- 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

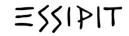
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- Its role
- Its composition
- Its selection





## 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

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#### Meaning

Agreement with objectives and orientations

Understanding and accepting your rôle and responsibilities

Seeing the links between your actions and the fulfillment of objectives and orientations

Appreciation
Feeling treated with care and respect

Feeling considered, acknowledged and supported

Evolving in an environment where relations are healthy and harmonious 3 pillars of engagement

Empowerment

Being involved with the ability to influence

Having the authority, autonomy and capacity to act

Having the means and tools within an adequate structure