



## Tool Kit - Module 3

<b>PHASE</b> <b>1</b>	<b><i>ACTION ITEM 3</i></b>	<b><i>Facilitator Develops a Communication / Engagement Plan</i></b>
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**Key Task 1:** *Develop Communication / Engagement Plan (Including Techniques / Activities and Schedule) for Visioning*

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**Key Task 2:** *Design and Approve Community Notification Campaign*

# 1 KEY TASK

## Develop Detailed Communication / Engagement Plan for Visioning

**Objective** » *To develop a communication/engagement plan to support the development of the Community's Sustainability Vision, building upon the approach defined by the selected facilitator in their proposal.*

**Overall Responsibility** » **Facilitator / Visioning "Champion"**

### Activities

- » Using the selected facilitator's approach as a starting point, and knowledge of the requirements of the sustainability visioning exercise, develop a list of key activities associated with the development of the Vision. Activities may include:
  - Community literature and document review;
  - Meetings with the Community's Leadership and the Sustainability Visioning "Champion" / Leader;
  - Development of the Engagement Plan and associated materials/tools/processes such as:
    - Work books;
    - Website portal;
    - Number, dates, times, themes of community engagement sessions; and
    - Community notification campaign developed with supporting materials;
  - Undertake community engagement activities;
  - Draft Vision;
  - Provide community with further engagement opportunities; and
  - Finalized Vision.
- » For each activity identified above, the Facilitator identifies the level of effort, resource requirements, and timeline.
- » Facilitator submits detailed engagement plan to the Visioning "Champion" and Community Leadership for review, edits, and approval.
- » Engagement plan is finalized to reflect edits.

### Sample Sustainability Visioning Project Schedule

Project Task	January	February	March	April	May
1. Project Initiation Meeting					
2. Develop Detailed Work Plan / Schedule					
3. Conduct Document / Literature Scan					
4. Conduct Document / Literature Review					
5. Client Meeting					
6. Develop Community Profile					
7. Develop Communication / Engagement Plan					
8. Develop Engagement Session Materials (e.g. Workbooks, Educational Flyers / Posters, etc.)					
9. Client Meeting					
10. Logistical Activities for Engagement Session(s)					
11. Identify Engagement Session(s) Facilitator					
12. Develop Engagement Session(s) Facilitator's Guide					
13. Client Meeting					
14. Undertake Engagement Session					
15. Develop DRAFT Community Sustainability Vision					
16. Public Input on DRAFT Community Sustainability Vision					
17. Client Meeting					
18. Develop FINAL Community Sustainability Vision Initiation Meeting					
19. Final Client Meeting					
20. Project Management					

# 2 KEY TASK

## Design & Approve Community Notification Campaign

**Objective**      »      *To design all materials necessary to notify the community at large of the Sustainability Visioning exercise.*

**Overall Responsibility**      »      **Facilitator / Visioning “Champion” / Community Leadership**

### Activities

- » Using the detailed engagement plan, identify the community notification points:
  - Educational Campaign speaking to the Sustainability Visioning exercise, its objective, key requirements (e.g. the community engagement sessions), and its intended outcome;
  - Notification of the opportunity to participate in the community engagement sessions to inform the development of the Community Sustainability Vision;
  - Notification of the DRAFT Vision and the opportunity to review and provide input; and
  - Notification of the FINALIZED Community Sustainability Vision.
- » Develop a notification plan which outlines all the strategies that will be undertaken to notify the community as identified above (see example on page 4). Strategies could include:
  - Posting on the Community’s website;
  - Advertisement through approved media sources (e.g. local newspapers, radio);
  - Newsletter distributed at local schools;
  - Pamphlets delivered in community (see example on page 5);
  - Social media; and
  - Notification of interested community groups (e.g. ENGOs) through direct mail.
- » Submit the notification plan and associated materials to the Visioning “Champion” for review, input, and edits.
- » Address all edits and submit a revised version to the Visioning “Champion”.
- » Visioning “Champion” submits the revised notification plan to the Community’s Leadership for review and approval.
- » Facilitator finalizes notification plan given input from the Community’s Leadership.

## Sample Notification Plan

Notification Activity	Who will be notified	How will they be notified	What will they be told	Who is responsible for notifying	Notification tasks	Timing	Needs / Resource requirements
<b>Educational Campaign speaking to the Sustainability Visioning exercise, its objective, key requirements, intended outcomes</b>	<ul style="list-style-type: none"> <li>Community Leadership;</li> <li>Public;</li> <li>Interested Parties (e.g. ENGOs).</li> </ul>	<ul style="list-style-type: none"> <li>Emails;</li> <li>Listserve;</li> <li>Posting of information on Internal and External websites;</li> <li>Media Campaigns.</li> </ul>	<ul style="list-style-type: none"> <li>Community Leadership – <b>The Community Leadership will be provided with information throughout the life of the Sustainability Visioning exercise. In this case they will be given all information needed to ensure a comprehensive understanding of the state-of-affairs within the community and the reasons why the Community is undertaking the visioning exercise.</b></li> <li>Public, ENGOs, Interested Parties – <b>This initial notification will indicate that the Community is undertaking a Sustainability Visioning exercise which will be supported by Engagement Sessions in the near future. This allows for sufficient knowledge development and preparation so that once the Engagement sessions are scheduled, the Public is not caught off-guard.</b></li> </ul>	<ul style="list-style-type: none"> <li>Community Sustainability Visioning Facilitator</li> </ul>	<ul style="list-style-type: none"> <li>See Action Item 4, Key Tasks 1 and 2</li> </ul>	To be developed by the Community Sustainability Visioning Facilitator	<ul style="list-style-type: none"> <li>Financial resources;</li> <li>Human resources;</li> <li>Community-based information;</li> <li>Easily accessible website portal;</li> <li>Marketing material;</li> <li>Educational material; and</li> <li>Purchase of advertising “air-time” from local media (e.g. newspaper, television, radio).</li> </ul>
<b>Notification of the opportunity to participate in the public engagement activities to inform the development of the Community Sustainability Vision</b>	<ul style="list-style-type: none"> <li>Public;</li> <li>Interested Parties (e.g. ENGOs).</li> </ul>	<ul style="list-style-type: none"> <li>Emails;</li> <li>Listserve;</li> <li>Posting on External website (e.g. website portal);</li> <li>Media Campaigns.</li> </ul>	<ul style="list-style-type: none"> <li>Public, ENGOs, Interested Parties – <b>Through this notification, the Public, ENGOs, and all interested parties will be made aware of the Schedule of Engagement Session(s), dates, times, materials, and associated details.</b></li> </ul>	<ul style="list-style-type: none"> <li>Community Sustainability Visioning Facilitator</li> </ul>	<ul style="list-style-type: none"> <li>See Action Item 7, Key Tasks 1, 2, and 3</li> </ul>	To be developed by the Community Sustainability Visioning Facilitator	<ul style="list-style-type: none"> <li>Human resources;</li> <li>Financial resources;</li> <li>Materials required to support the engagement sessions (e.g. workbooks);</li> <li>Easily accessible website portal;</li> <li>Marketing material;</li> <li>Purchase of advertising “air-time” from local media (i.e. newspaper, television, radio).</li> </ul>
<b>Notification of the DRAFT Vision and the opportunity to review and provide input</b>	<ul style="list-style-type: none"> <li>Public;</li> <li>Interested Parties (e.g. ENGOs).</li> </ul>	<ul style="list-style-type: none"> <li>Emails;</li> <li>Listserve;</li> <li>Posting on External website (e.g. website portal);</li> <li>Media Campaigns.</li> </ul>	<ul style="list-style-type: none"> <li>Public, ENGOs, Interested Parties – <b>Through this notification, the Public and associated Interested Parties will be made aware of DRAFT Sustainability Vision statements and be invited to provide their input on the appropriateness of what has been developed.</b></li> </ul>	<ul style="list-style-type: none"> <li>Community Sustainability Visioning Facilitator</li> </ul>	<ul style="list-style-type: none"> <li>See Action Item 10, Key Tasks 1, 2, and 3</li> </ul>	To be developed by the Community Sustainability Visioning Facilitator	<ul style="list-style-type: none"> <li>Human resources;</li> <li>Financial resources;</li> <li>DRAFT Community Sustainability Vision;</li> <li>Easily accessible website portal;</li> <li>Marketing material;</li> <li>Purchase of advertising “air-time” from local media (i.e. newspaper, television, radio).</li> </ul>
<b>Notification of the FINALIZED Community Sustainability Vision.</b>	<ul style="list-style-type: none"> <li>Community Leadership;</li> <li>Public;</li> <li>Interested Parties (e.g. ENGOs).</li> </ul>	<ul style="list-style-type: none"> <li>Emails;</li> <li>Listserve;</li> <li>Posting on External website (e.g. website portal);</li> <li>Media Campaigns.</li> </ul>	<ul style="list-style-type: none"> <li>Community Leadership, Public and Associated Interested Parties – <b>Receive notification informing them of FINAL Sustainability Vision that will guide community-based planning.</b></li> </ul>	<ul style="list-style-type: none"> <li>Community Sustainability Visioning Facilitator</li> </ul>	<ul style="list-style-type: none"> <li>See Action Item 12, Key Tasks 1 and 2</li> </ul>	To be developed by the Community Sustainability Visioning Facilitator	<ul style="list-style-type: none"> <li>Human resources;</li> <li>Financial resources;</li> <li>FINAL Community Sustainability Vision;</li> <li>Easily accessible website portal;</li> <li>Marketing material;</li> <li>Purchase of advertising “air-time” from local media (i.e. newspaper, television, radio).</li> </ul>

### Example of Information Leaflet / Pamphlet

#### Panel 1

Coloured Title Page with pictures and title (e.g. "Community X's Sustainability Visioning Exercise")

#### Panel 2

- Description of Visioning Exercise;
- Definition of Community Sustainability Vision.

#### Panel 3

- Overview of why visioning is important to the Community;
- Overview of what the Community is going to do in relation to vision development (e.g. advertise, engagement sessions)

#### Panel 4

- List of the types of engagement sessions that will be carried out and the approximate timing (e.g. Community Meeting-September 2012)

#### Panel 5

List key questions to consider for the visioning process such as:

- What would you like to see changed in the community?
- What would you like to see remain the same?

#### Panel 6

- Information related to the NWMO;
- Information related to the APM siting process;
- Information related to the NWMO project.

Leaflets / Pamphlets are intended to function as "advertising" / information sources which can be distributed both during Phase I of the Community Notification Campaign or during engagement sessions to (a) add background context or (b) function as a "take away" / "take home" pieces of information.

Ensure that Leaflet / Pamphlets contain:

- Colourful pictures;
- Easy to understand language;
- "White space"; and
- Only the critical information (using as few words as possible to convey the message).