

A Strategic Framework for Public Engagement Planning

Six considerations

#1. What is the purpose of engagement?

Why do we need to engage? What questions does the public want to address? What is on or off the table? What are the risks of not engaging? What criteria will we use to make a decision?



#2. What are we trying to achieve?

Raising awareness & education? Transforming conflicts? Exploring ideas & information? Contributing to decision-making? Mobilizing collective action?



#3. How will our decisions affect stakeholders, communities?

Who is affected? What is the degree of impact/opportunity for each group?



#4. What level of engagement are we promising the public? (IAP2)

INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
"We will keep you informed."	"We will keep you informed, listen to and acknowledge your concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals."	"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 work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible."	"We will implement what you decide."

#5. What is the reach of the engagement initiative?

How far, wide, deep and/or targeted should the reach of engagement be? What are the budget and timeline for engagement? What tactics and tools will we use and/or should we do engagement on engagement? Who will lead, manage and support the engagement team?



#6. How will we track, measure, evaluate and follow through?

How will we document our engagement efforts for reporting and future use? How will we report back on what we heard and how the public's input was used in making a decision? How will we evaluate the engagement efforts in a way that can be used for future engagement?