

CEMA Traditional Knowledge Framework Project

Communications and Engagement Plan

Revised: June 27th, 2014



Introduction and Overview

Including Indigenous Knowledge: Guidelines for Clear, Respectful and Informed Decision-Making for Northeast Alberta

The Cumulative Environmental Management Agency (CEMA) has retained The Firelight Group to support a process that aims to work collaboratively with Aboriginal groups as well as government, NGO and industry caucus members to develop a Traditional Knowledge Framework (TK Framework) that will guide future environmental decision making in Northeast Alberta. The TK Framework will help guide the meaningful and successful inclusion of traditional knowledge into processes relating to:

1. Planning and land use management
2. Regulatory Process and Environmental Assessment
3. Monitoring and reclamation

In order to be successful, the TK Framework must engage and communicate with Aboriginal Communities, as well as with representatives of industry, non-governmental organizations (NGOs) and government through a transparent policy development process. The process identified to date includes a series of four rounds of face-to-face meetings with CEMA member and non-member Aboriginal communities and engagement with government, industry and NGO caucuses with assistance of CEMA TKWG and caucus members. Each round will close with facilitated wrap-up workshops that will bring together representatives of the different Aboriginal communities to confirm areas of agreement and paths forward. The four rounds will be completed from July 2014 to August 2015¹ and can be summarized as follows:

1. ***Introductions and Groundwork (July-August 2014)***. The first round will introduce the project, confirm the process for engagement, and seek initial input regarding principles and possible options or recommendations for the TK Framework.
2. ***Draft Options and Domain Specific Recommendations (September 2014 - February 2015)***. The second round will involve development of draft options based on community and caucus input in three areas, and review of options and possible recommendations for inclusion in the TK Framework.
3. ***Full TK Framework Review (March-June 2015)***. The third round will involve development and review of a full draft of the TK Framework by the participating communities and caucuses. It will conclude with a community summit including community leaders in support of the TK Framework.

¹ All dates presented in this document are subject to change based on the needs of the participant

4. **Finalization (July-August 2015).** The fourth round will incorporate participation and feedback from previous rounds into a final Traditional Knowledge Framework that will be presented for adoption by the Government of Alberta.

Communication and Engagement for Change

Communication is an act of outreach that conveys information and ideas, while engagement is a participatory, input-seeking activity. Effective communication should maximize participation and improve support for project outputs and outcomes. Effective engagement should create a space and means for Aboriginal participants and government, industry and NGO caucuses to participate, to improve inputs and allow for the meaningful consideration of participant voices, and identify areas of agreement and non-agreement in a respectful, effective manner. The Reports for Phases I and II of the TK Framework project noted that the inclusion of Traditional Knowledge (TK) in decision-making processes requires the inclusion of TK holders as decision makers. This inclusion, alongside respect, transparency, and the principle of free, prior and informed consent, are guiding principles for this Communications and Engagement Strategy.

In order to create a product that reflects the vision and goals of the parties involved, each participating community and caucus should be provided with a means of engagement that works for them. Thus, the strategy outlined in this document is dynamic, adaptive and utilizes a wide variety of traditional and digital communications and engagement tools to address the needs of already very busy communities and community representatives.

Methods and Tools

Communications and engagement tools are linked. Many communications tools can enhance engagement, and many engagement tools are an effective form of communication.

Table 1 - Sample Communications and Engagement Tools

Communications Tools	Engagement Tools	Communications & Engagement Tools
Press release	Face-to-face meetings	Website (www.tkframework.ca) and updates
Print and E-Newsletter ('The Insider')	Group meetings	Email and electronic document review
One Pagers and Billboard notices	Phone and video conferencing	Social media (CEMA Facebook or other)

As identified in the table above, a variety of traditional and digital communications and engagement tools will be used throughout the TK Framework development process. These

tools are identified and briefly described below. The anticipated timeline for their use is provided in Table 2.

Press Release

To broaden the reach of this process beyond CEMA membership and participating communities, we will develop for wide distribution a press release to national, provincial and regional news outlets nearing the end of the project (late in round 3 or round 4).

Print and Newsletters

CEMA's existing print newsletter is distributed to participating communities and caucus members on a quarterly basis and will be used to communicate regarding the launch/conclusion of each round. Distribution of print newsletters will assist those who do not have access to the internet on a regular basis in following the TK Framework process. The e-newsletter is a more efficient and engaging tool as distribution costs are low, and there is the opportunity to provide links to webpages with further information and to email addresses for input.

One-Pagers and Billboard Notices

A series of five Billboard Notices (8.5" x 11") will be distributed for posting in participating community and caucus member offices. The first poster will describe the basic *What? Why?* and *When?* of the TK Framework process. Subsequent posters will give a brief overview of the TK Framework process, explain which round of the process we are in and provide a way for individuals to provide feedback to the TK Framework through their community representatives. Drafts of the one-pagers will be provided to TKWG Chairs for review prior to release.

Face-to-face Meetings

In-person meetings are the most effective way to build trust, respect and mutual understanding. Face-to-face meetings will form the basis of community engagement and will be available to each Tier One² Aboriginal community in each of the first three rounds of the process. Each of these meetings is anticipated to be attended by one or two community point people and two Firelight staff.

Group Meetings

Group meetings will allow for the participating community representatives to come together in a single place to discuss the TK Framework, identify areas of shared agreement, and other areas where agreement is not shared. Group meetings will be held at the end of each of the four rounds and will build on existing CEMA workshops where possible.

Additionally, one in-person group meeting will be facilitated with each of the remaining three caucus groups (Government, industry and NGOs) during Round 2 of the process.

² See *Appendix A: Scope of Communications and Engagement* for a full explanation of the Tier system.

Phone and Video Conferencing

Phone and video conferencing are convenient and effective tools when budgets and time constraints don't allow for in-person meetings. These tools will be relied upon to supplement face-to-face and group meetings with communities, and to engage industry, government and NGO caucus members.

TK Framework Network

In order to maximize our communications and engagement outcomes, we can amplify the messages that are being disseminated by relying on the networks of those interested in the TK Framework. CEMA, the TKWG members, caucus members and CEMA members themselves can all play an important role in ongoing communication regarding the process, where we are at within it and how communities can engage and interact to have their input included. To this end, and with CEMA guidance, we will develop an email list of communications champions (the TK Framework Network) who can link to www.tkframework.ca, forward recommended content and messages using their professional digital networks.

CEMA Facebook and Social Media

Facebook and Twitter will be used to communicate and engage online communities. We suggest using CEMA's existing accounts for this purpose so as to leverage the networks that have already been fostered, help grow these networks and enhance their level of engagement with CEMA and the TK Framework process.

Website and Updates

A simple, clear and concise website will be developed that will communicate the purpose of the TK Framework, the TK Framework development process and who is involved. The site will also feature a calendar displaying relevant meeting dates and workshops as well as the time frames for each Round. A form widget will be embedded that will allow people to provide their input while visiting the site. A stand-alone site is likely ideal and would be hosted at www.tkframework.ca. Firelight has acquired the rights to this URL, as well as www.tkframework.com, which will redirect to the .ca site. This site could be linked to from the CEMA website and any websites maintained by process participants. As this website is public, no confidential information will be displayed here; it is simply to disseminate information about the TK Framework process, schedule and events.

- Updates: The website will host an updates page that will allow communications to be published more frequently than the quarterly newsletters, if necessary.
- Email: A central email address will be associated with the website. People can provide input to info@tkframework.ca.

Communications and Engagement Tracking Table

An internal communications tracking table (see Table 2) will be used to schedule and guide the use and tracking of communications and engagement tools at appropriate times throughout the process.

Documentation Form and Tracking Table

A standard form will be used to document meetings and phone conversations with regards to the development of the TK Framework, and will flag issues, action items, ideas or recommendations that should be included in subsequent rounds, or in the TK Framework. The fields for the documentation form are provided in Appendix C. The purpose of this form is to consistently record input pertinent to informing the process.

An Input Tracking Table (see Appendix D) will be used to log input (verbal or written). An Input Action Table (see Appendix E) will record potential additions to the TK Framework principles / domain specific options documents.

Website Hit Tracking

Throughout the process, we will monitor the number of times the website is visited, and the number of downloads of documents posted on the website. See *Measuring and Evaluating Success* section on page 10 for more details on this process.

Meeting Protocol and Input Confidentiality

Participation in the process is completely voluntary and participants are free to withdraw at any time. Before commencing meetings or workshops, participants will be introduced to the project, the purpose of the meeting/workshop and how the information shared in the meeting/workshop will be used.

Written contributions will be considered confidential and owned by the Aboriginal group or member entity submitting them. Written contributions will be returned to their originating group at the end of the project. Oral input will be documented in notes. The tracking table will be used in meetings and will be considered confidential and may be made publicly available.

Timeline

Round 1: *Introductions and Groundwork*

The first round will introduce the project, the process for engagement and seek input in refining the process as well as initial options identification for the TK Framework. It will identify for each participating community or organization one or two key contact people. In communities where there is a CEMA representative, this person will act as one of the contact people for the TK Framework project. Phone calls and email communication will be used to identify these contact people and set up initial face-to-face meetings.

All communications channels will be activated in this initial round, which will promote participation and boost transparency of the process. A one-pager, complete with a FAQ sheet will be broadly disseminated via community contacts and CEMA’s newsletter and social media channels. A brief email, as well as suggested text for social media posts will be sent to the core group of communicators (TK Framework Network) interested in the TK Framework.

This round will consist of a series of face-to-face meetings with Aboriginal communities in the Regional Municipality of Wood Buffalo, as described in Schedule A.

Separate group meetings for each of the Government, industry and NGO caucuses will also be held via teleconference during this round.

On August 14th, 2014 a workshop bringing together 1-2 Aboriginal participants from each community involved will be held as part of the CEMA elder’s workshop. Key agenda items include:

- Introduce the process
- Confirm the four round approach
- Identify broad principles, key options for integrating TK into land use management frameworks, regulatory processes and environmental assessment, and monitoring initiatives.
- Discuss how and when to engage industry, government and NGO caucuses

Key Meetings and Dates

Location	Communities to Meet With ³	Date ⁴
Anzac	Willow Lake Métis Local 780	Week of July 14 th TBC
Janvier to Conklin	Conklin Métis Local 193	Week of August 11 th - details TBC
Fort Chipewyan	Athabasca Chipewyan First Nation, Fort Chipewyan Métis Local 125 and Mikisew Cree First Nation	Week of July 14 th - details TBC
Fort McKay	Fort McKay First Nation, Fort McKay Métis Local 63	Week of July 14 th - details TBC

³ This initial list of participating communities was developed in the TK Framework Phase 2 report.

⁴ All dates are subject to change based on community availability.

Fort McMurray	Fort McMurray Métis Local 1935, Fort McMurray Métis Local 2020 and Nistawayou Association Friendship Centre	Week of July 14th and August 11th- details TBC
Lac La Biche	Métis Nation of Alberta Region One, Elizabeth Metis Settlement, Lakeland ML 1909, Owl River	Week of August 11th- details TBC
Teleconference	Government Caucus Industry Caucus NGO Caucus	Three separate conference calls to be held the week of July 14 th .
Review Workshop, Fort McMurray	1-2 representatives from all of the core Aboriginal communities mentioned above will be invited to attend. In the case where additional participant funding is available, the invitation will be extended to other Aboriginal groups.	August 13 th , 2014
Elders Workshop, Fort McMurray	The TK Framework will be presented at the annual CEMA Elders Workshop. All CEMA Elders Workshop participants will be invited to attend this 40 minute session.	August 14 th , 2014

Round 2: Draft Options and Domain Specific Recommendations

Based on input from Round 1, feedback from the TKWG, Phase I work, and a desktop literature review, a draft list of options and domain specific recommendations for potential inclusion in the TK Framework will be circulated to communities for review in December 2014. Face-to-face meetings in early 2015 will provide an accessible platform to workshop the draft list of options with community representatives. In-person group meetings will be convened in Edmonton for each of Government, industry and NGO during the week of January 12th. The results of this round of meetings will be presented and further refined at a workshop in February 2015.

Location	Communities to to Meet With ⁵	Date ⁶
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⁵ This initial list of participating communities was developed in the TK Framework Phase 2.

⁶ All dates are subject to change based on community availability.

Edmonton	Government Caucus Industry Caucus NGO Caucus	Three separate meetings to be convened the week of January 12 th .
Anzac	Willow Lake Métis Local 780	Week of January 19th- details TBC
Janvier to Conklin	Conklin Métis Local 193	Week of January 19th- details TBC
Fort Chipewyan	Athabasca Chipewyan First Nation, Fort Chipewyan Métis Local 125 and Mikisew Cree First Nation	Week of February 9th- details TBC
Fort McKay	Fort McKay First Nation, Fort McKay Métis Local 63	Week of January 12th- details TBC
Fort McMurray	Fort McMurray Métis Local 1935, Fort McMurray Métis Local 2020 and Nistawayou Association Friendship Centre	Week of January 12th and February 9th - details TBC
Lac La Biche	Métis Nation of Alberta Region One, Elizabeth Metis Settlement, Lakeland ML 1909, Owl River	Week of February 9th - details TBC
Elders Coaching Workshop	All participating Aboriginal communities. Invitation may be extended to other caucuses, dependent on the feedback from the August workshop.	February 2015- details TBC

Round 3 Full TK Framework Review

The third round will present a full draft of the TK Framework for review and discussion. This will be accomplished through a third round of face-to-face meetings with participating communities, and teleconferences with NGO, industry and government caucuses. Other participants will be able to provide feedback via phone or email. A ratification summit will be hosted in June 2015 (possibly on Aboriginal Day) where community representatives and leadership will have the opportunity to review and accept TK Framework for ratification.

Location	Communities to Meet With ⁷	Date ⁸
Anzac	Willow Lake Métis Local 780	Week of May 4th- details TBC
Janvier to Conklin	Conklin Métis Local 193	Week of May 4th- details TBC
Fort Chipewyan	Athabasca Chipewyan First Nation, Fort Chipewyan Métis Local 125 and Mikisew Cree First Nation	Week of May 11th- details TBC
Fort McKay	Fort McKay First Nation, Fort McKay Métis Local 63	Week of May 11th- details TBC
Fort McMurray	Fort McMurray Métis Local 1935, Fort McMurray Métis Local 2020 and Nistawayou Association Friendship Centre	Week of May 4th and May 11th details TBC
Lac La Biche	Métis Nation of Alberta Region One, Elizabeth Metis Settlement, Lakeland ML 1909, Owl River	Week of May 11th- details TBC
Ratification Summit, Fort McMurray	All participating Aboriginal communities as well as representatives from industry, government and NGO caucuses.	June 21st, 2015- details TBC

Round 4 Finalization

The fourth round will incorporate participation and feedback from previous rounds into a final Traditional Knowledge Framework that will ideally be signed by key participants and presented to CEMA. CEMA will then make a presentation to the Government of Alberta. This round will include face-to-face and teleconference meetings as per Round 3 as needed in addition to the two meetings outlined below.

⁷ This initial list of participating communities was developed in the TK Framework Phase 2 report.

⁸ All dates are subject to change based on community availability.

In addition to the TK Framework, the project will produce a ‘Set Aside’ document, including ideas for use of TK that were not clearly agreed upon by the participants. The project will also produce technical appendices on best practices for incorporating TK into land use management frameworks, regulatory processes and environmental assessment, and monitoring initiatives.

Location	Communities to be met with ⁹	Date ¹⁰
Elders Workshop, Fort McMurray	All participating Aboriginal Communities invited	August/Sept 2015
Fort McMurray	CEMA Board	September 2015

Measuring and evaluating success

The final project report will include a section on measuring the success of the Communications and Engagement Plan. There will be two primary measures of success for this Plan. First is whether the communications and engagement elements were undertaken. The Tracking Table noted above will record details of the use of the elements, e.g. number of newsletters distributed.

The second measure will be the number of individuals and organizations that took part in developing the TK Framework and the degree to which they are engaged. All participation will be tracked, whether it is one-time input via social media or active engagement at in-person meetings and workshops.

The success of digital communications and engagement tools will be tracked regularly using tools such as Google Analytics and Hootsuite. Google Analytics monitors traffic to the website, addressing who is visiting the site, how are they arriving there (direct traffic, referred from social media, etc.), and what are they doing when they are on the site. For social media, Facebook provides sophisticated analytics to all managers, while Twitter provides only rudimentary analytics to users. A third party app, such as Hootsuite, could be used for the duration of the project to more effectively track the impact efforts on social media. Firelight staff will work with the CEMA communications officer to determine the best tool and schedule for monitoring analytics.

⁹ This initial list of participating communities was developed in the TK Framework Phase 2 report.

¹⁰ All dates are subject to change based on community availability.

Closure

Should you wish to discuss any aspect of this report, please do not hesitate to contact David Thompson, Firelight Director at (250) 590-0197.

Sincerely,

ORIGINAL SIGNED

3 July 2014

David Thompson, BSc, JD, LL.M, MSc

ORIGINAL SIGNED

3 July 2014

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Appendix A: Scope of Communications and Engagement

General Communications and Engagement

Information about the TK Framework Project, including process / timeline, and draft content as the TK Framework elements are prepared, will be provided to anyone interested via the TK Framework Project website. Likewise, anyone can provide input by phone, email or in writing.

It is currently anticipated that communications and engagement with Aboriginal communities will be structured based on three levels of participation, as set out below.

Tier One consists of members of CEMA's Aboriginal Caucus and/or have explicitly requested to be engaged in the TK Framework project during the initial phases. Tier One communities will have the opportunity to meet face-to-face with the TK Framework team in three of the four rounds and will be prioritized in disbursement of participant funding.

First Nations

1. Athabasca Chipewyan First Nation
2. Mikisew Cree First Nation
3. Fort McKay First Nation

Metis

1. Willow Lake Métis Local 780
2. Conklin Métis Local 193
3. Fort Chipewyan Métis Local 125
4. Fort McKay Métis Local 63
5. Fort McMurray Métis Local 1935
6. Fort McMurray Métis Local 2020
7. Elizabeth Metis Settlement
8. Metis Nation of Alberta Region One
9. Owl River Metis Local 1949
10. Lakeland (Lac La Biche) Métis Local 1909

Urban Aboriginal Organizations

1. Nistawayou Association Friendship Centre

Tier Two communities are not CEMA members, but reside within the boundary of the RMWB. Tier Two communities will have the opportunity to receive communications and provide input on the TK Framework throughout the process via phone, email or by mail. Should there be a

surplus of participant funding from Tier one communities, it will be made available to Tier two communities.

Tier Two communities include:

1. Fort McMurray First Nation
2. Chipewyan Prairie Dene First Nation
3. Heart Lake
4. Christina River Dene Nation Council--
5. Athabasca Tribal Council

Tier Three communities include communities that are not CEMA members, are located outside the RMWB but inside the LARP area boundary. Tier Three communities will be invited by phone and email to provide input.

1. Métis Regional Council LLB
2. Cold Lake First Nation
3. Metis Regional Council Region 2
4. Fishing Lake Metis Settlement
5. Beaver Lake Cree Nation
6. Potential additional organizations (to be confirmed by CEMA)

Communities that are not CEMA members and are located outside of the LARP area boundary, but that claim territorial interests within the LARP area boundary may provide input in writing or by email or phone, and will be added to Tier Three upon request. This may include other communities in Alberta, Saskatchewan and the Northwest Territories.

Communications and engagement with Government, Industry and NGOs will include teleconference meetings, in-person meetings, phone and email. The following organizations will be included in these types of communications and engagement activities:

1. Industry (companies and associations – both members of CEMA and non-members), via TKWG members and CEMA Industry Caucus representatives.
2. NGOs (both members of CEMA and non-members), via TKWG members and CEMA NGO Caucus representatives.
3. Government (both members of CEMA and non-members), via TKWG members and CEMA Government Caucus representatives.

Appendix B—Table 2

See spreadsheet: Internal Communications and Engagement Tracking Table

Appendix C: Meeting and Phone Call Input Documentation Form

This documentation form is used to document input received verbally (in meetings or by phone). Written input will not be documented, but will receive a reference number (see below).

Date: _____ Start time: _____ End time: _____
 Recorded By: _____
 Phone Call Meeting Other
 Participants: _____

Summary (continue on back of page, or attach agenda, etc. if needed):

Next Meeting or Call:

★ **Action Items:**

★ **Principles, Issues or Items to add to TKF Options?:**

Internal Firelight Review By (name, date):

Copy provided back to participants? Yes No
 Copy Provided to: _____ Copy Provided on (date): _____
 Copy provided by: Email In Person Fax Mail
 Summary of Revisions:

Appendix D: Input and Actions Tracking Table

This is a publicly available document, except for the right-hand two columns, which keep the content of the individual pieces of input confidential.

Date received	Person and organization	Type of input (phone call, email, etc)	Reference Number	Input received (confidential)	Action taken (confidential)
2014-07-10	Jane Doe, X Community	Phone call	2014-0001	Add X to TK Framework.	Added X to content of draft TK Framework.
...					