



*International Association of Public
Participation (IAP2)*

INSERT NAME AND CHAPTER



Who are we?

'IAP2 is an association of members who seek to promote and improve the practice of public participation in relation to individuals, governments, institutions, and other entities that effect the public interest in nations throughout the world'.



Public Participation (P2)

What is it and what
makes it meaningful?



IAP2 definition

'Any process that involves the public (community) in identifying issues or decision-making and uses public input to make better decisions'.

(International Association for Public Participation)



Why undertake P2?

'To fulfil a legislative requirement'

'To build a bigger window of knowledge and understanding of the issue/the problem/the opportunity'

'To strengthen the link between your project planning and community involvement'

'To bridge the gap between people and policy makers and build confidence in *how* decisions are made'.

'To bring integrity to decision making process and build your reputation as a leader in P2'

'To promote local democracy, integrity and robust and sustainable decision making'



The foundations of meaningful Public Participation



Foundation 1

Values based

- Community values
- Sponsor (organisational values)
- Process values (IAP2 Core Values)

Values..

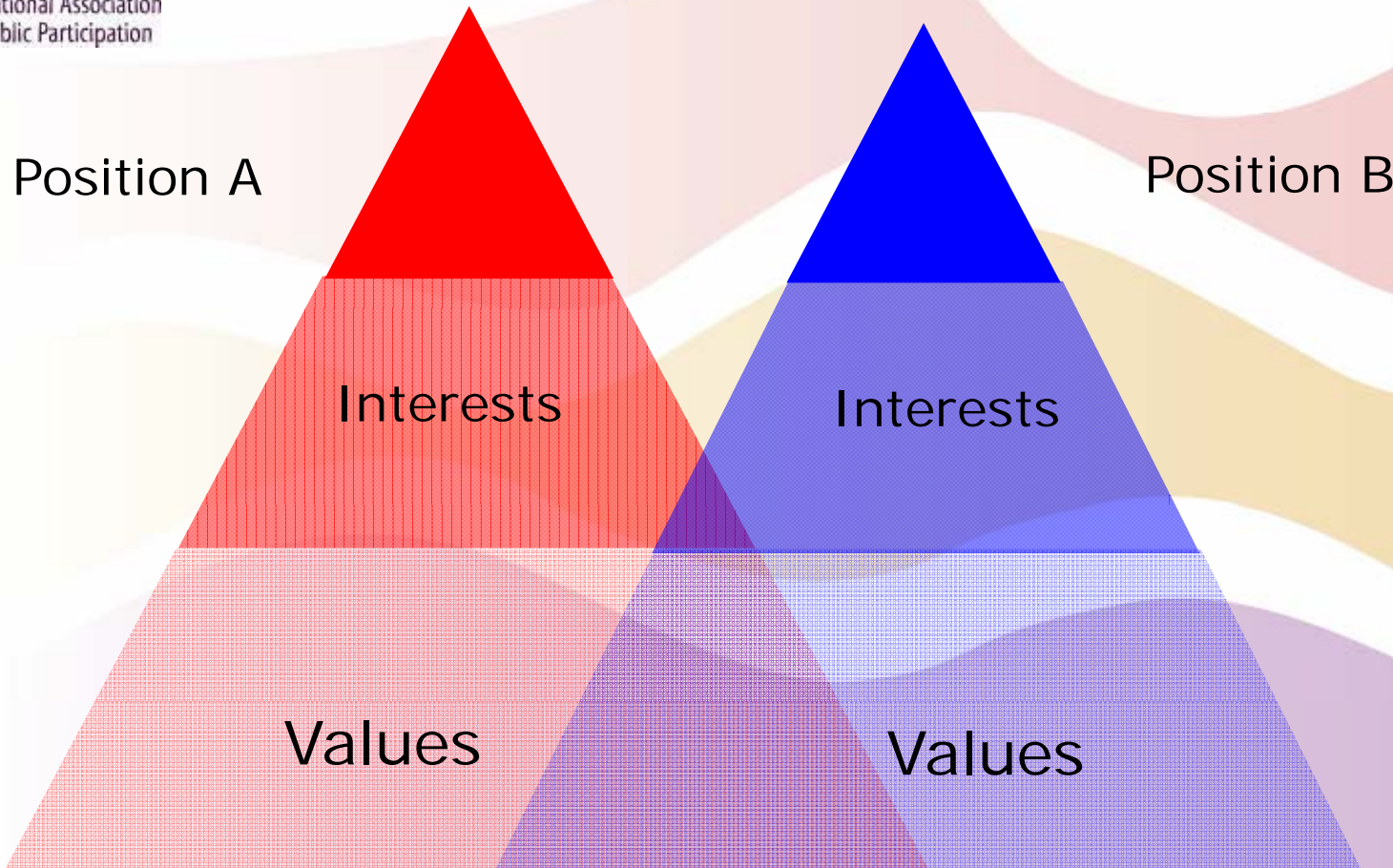
Community values

- Know the community
What is important in this place?
- What do they care about?
- What's going on?

Organisational values

- What does your organisation stand for?
- How is this communicated?
- How does this influence how the community/others relate to you?

Positions, interests and values





IAP2 Core Values - process

1. The public should have a say in decisions about actions that could affect their lives.
2. Public participation includes the promise that the public's contribution will influence the decision.
3. Public participation promotes sustainable decisions by recognising and communicating the needs and interests of all participants, including decision makers.
4. Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
5. Public participation seeks input from participants in designing how they participate.
6. Public participation provides participants with the information they need to participate in a meaningful way.
7. Public participation communicates to participants how their input affected the decision.



IAP2 Code of Ethics

- Set of principles to guide the role of the practitioner
- Define expectations and aspirations
- Accountability

Foundation 2

Decision Based

- What is the decision to be made? Clarify the issue between the public and the sponsor: form agreement on the problem/opportunity.
- Define the role of the 'public' or 'community' in relation to the decision making process – how can they contribute in a meaningful way?

*Universe of Interest and
Issues important to
Stakeholders*

Issues and Interests that can
be addressed
in this process



Who are the public/community?

'The public/community is any individual or group of individuals, organisation or political entity with an interest in the outcome of a decision'. *IAP2*

Going beyond the usual suspects

It's not about silencing the vocal minority, it's about raising the participation of other stakeholders...

...remember.....

sometimes the 'hard to reach' groups are easily overlooked.



Foundation 3

Goal Driven – goals and objectives

- Identifying the 'level' of public participation (spectrum).
- Formulate specific goals that describe the public role.
- Set specific objectives for each step of the decision making processes.



International Association
for Public Participation

The IAP2 Spectrum of Public Participation

IAP2 Public Participation Spectrum

Developed by the International Association for Public Participation

INCREASING LEVEL OF PUBLIC IMPACT

INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Public Participation Goal: To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	Public Participation Goal: To obtain public feedback on analysis, alternatives and/or decisions.	Public Participation Goal: To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	Public Participation Goal: To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	Public Participation Goal: To place final decision-making in the hands of the public.
Promise to the Public: We will keep you informed.	Promise to the Public: We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	Promise to the Public: 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.	Promise to the Public: We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	Promise to the Public: We will implement what you decide.
Example Techniques to Consider: <ul style="list-style-type: none"> ● Fact sheets ● Web sites ● Open houses 	Example Techniques to Consider: <ul style="list-style-type: none"> ● Public comment ● Focus groups ● Surveys ● Public meetings 	Example Techniques to Consider: <ul style="list-style-type: none"> ● Workshops ● Deliberate polling 	Example Techniques to Consider: <ul style="list-style-type: none"> ● Citizen Advisory Committees ● Consensus-building ● Participatory decision-making 	Example Techniques to Consider: <ul style="list-style-type: none"> ● Citizen juries ● Ballots ● Delegated decisions

Techniques

- newsletters and leaflets
- world wide web
- public displays and exhibitions
- media releases
- hot lines
- advertisements
- feature articles/columns
- site/works inspections
- temporary site office
- shop front/stall
- submissions
- open days
- phone in
- surveys/social research
- E - consulting
- tours/field visits
- neighbourhood meetings
- public meetings
- focus groups
- world cafes
- card storming
- advisory committee
- reference group
- workshops/seminars
- door to door surveys
- citizen's jury
- resident feedback register



Question for you?

- With regard to your profession, who might be the 'public' or 'community of interest'?
- For what purpose would you engage this public or community?



Doing it so that it counts..

'Public participation is most effective and delivers best value for effort when it is undertaken for a specific purpose: to influence and add value to an issue or an opportunity so that the best quality, or most sustainable decision can be made'.

IAP2



How can IAP2 help?

- Values based
- International
- Training programs
- Good practice guides
- Case studies
- Awards programme
- Research
- Networking
- Virtual communities

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