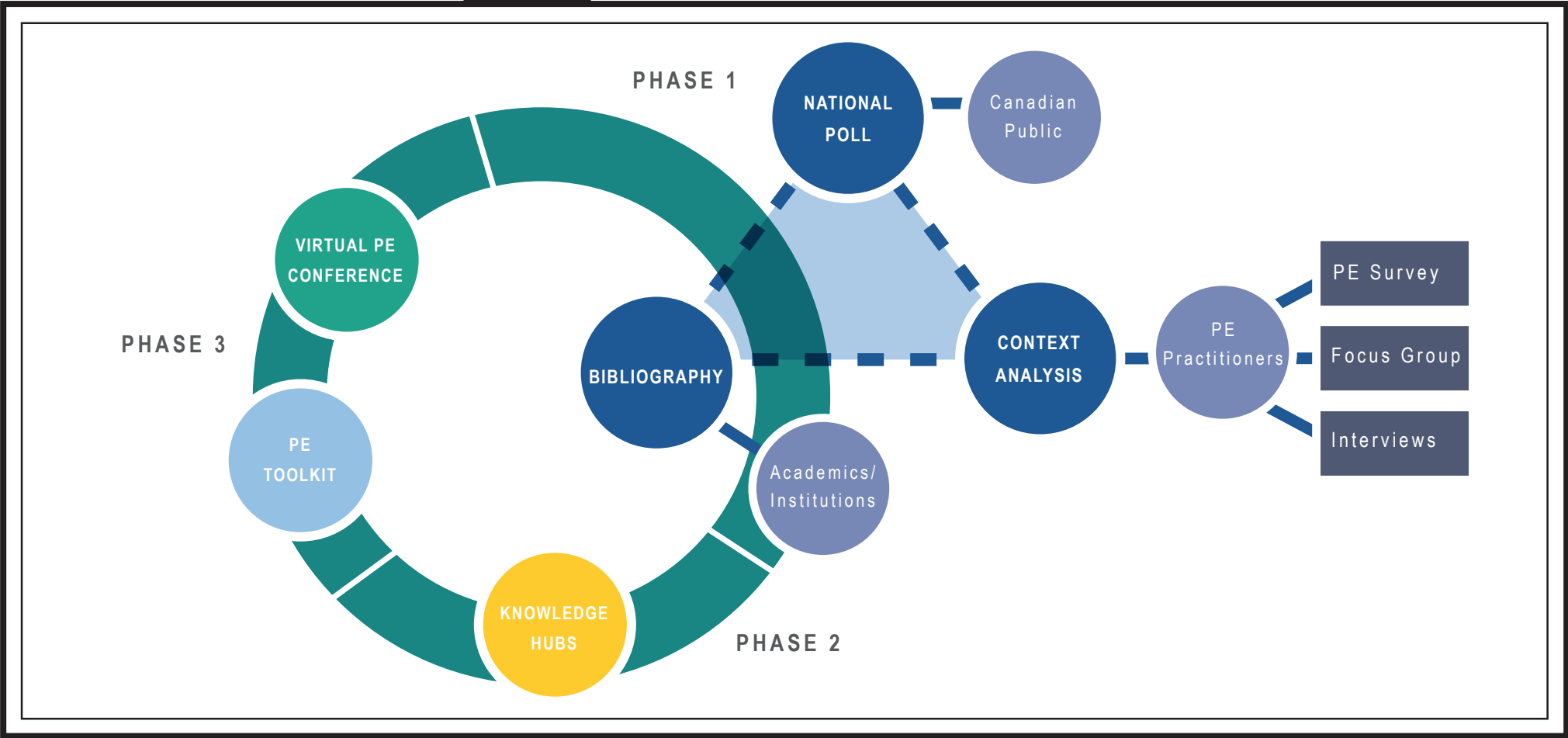




EXPLORING
EFFECTIVE
PUBLIC
ENGAGEMENT
IN CANADA
2011-2014

PHASE ONE SUMMARY REPORT

PUBLIC ENGAGEMENT PROGRAM



BACKGROUND

- This program grew from one of four recommendations made by the ICN in a position paper entitled *Effectively Engaging Canadians as Global Citizens* (2010) “to conduct a longitudinal study that includes Public Engagement (PE) practitioners to document, reflect upon, analyze and share learning on effective PE towards active global citizenship”
- The information presented is a summary of practitioners’ **thoughts**, **opinions**, and **current practice**, gathered over eight-months period. It is intended as a first step in furthering discussion and building capacity and good practice in PE towards active global citizenship in Canada

CONTENT



OBJECTIVES & METHODOLOGY

DEFINING PE

WHO IS DOING PE?

WHAT ARE THEY DOING?

CHALLENGES

MOVING FORWARD

OBJECTIVES

- To describe the range of PE activities happening across Canada
- To describe the range of public engagement knowledge of practitioners
- To describe the range of barriers PE practitioners face in the design, implementation and evaluation of their work

METHODOLOGIES

Collaborative mixed methods
exploratory study

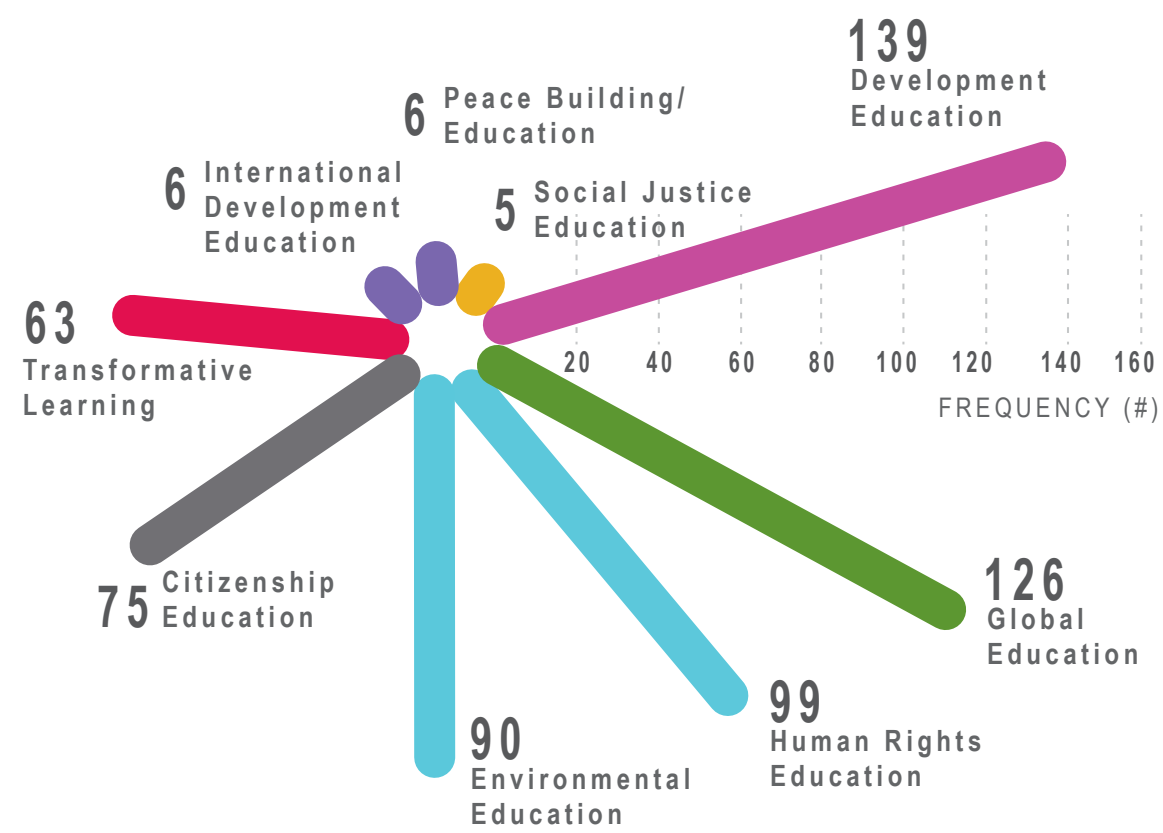
Survey (n=387)
Focus Groups (n=245)
Interviews (n=47)

TOTAL = (679)
September 2011 to March 2012

The ICN defines PE as “those activities and processes which enable individuals and organizations to traverse along a continuum from **basic understanding** of international development practices and the underlying principles directing those practices, through to **deeper personal involvement** and **informed action** on sustainable human development around the world.”

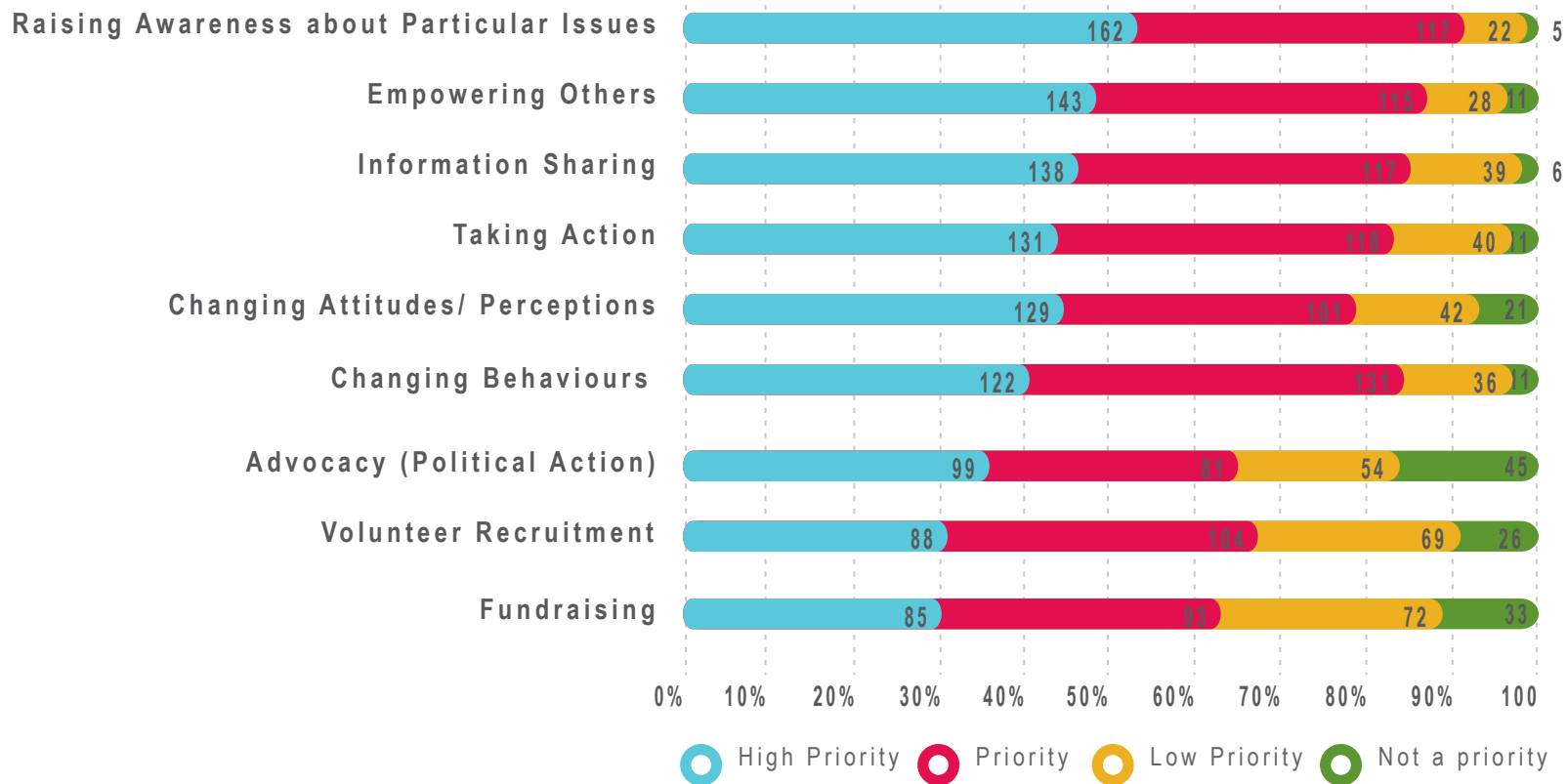
DEFINING PE

91%
Do work considered to be PE

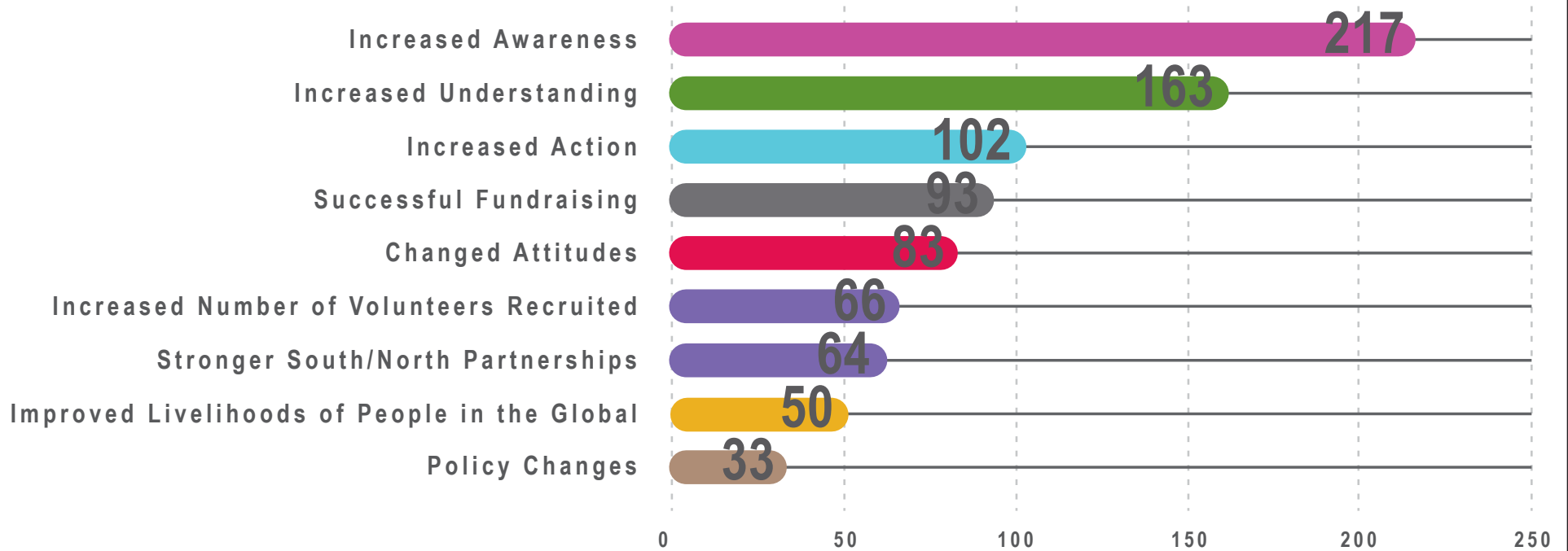


Does your organization do this kind of work in Canada?
Does your organization do similar work by another name?

RANKING OBJECTIVES OF PE



RESULTS OF PE



KEY OUTCOMES OF GOOD PE

Awareness of Complex Issues



Knowledge & Understanding that Promotes Critical Thinking



Informed & Meaning Actions



Connections



Community Building



Motivations & Inspiration that Empowers Actions



Sustainable Behavioural Change

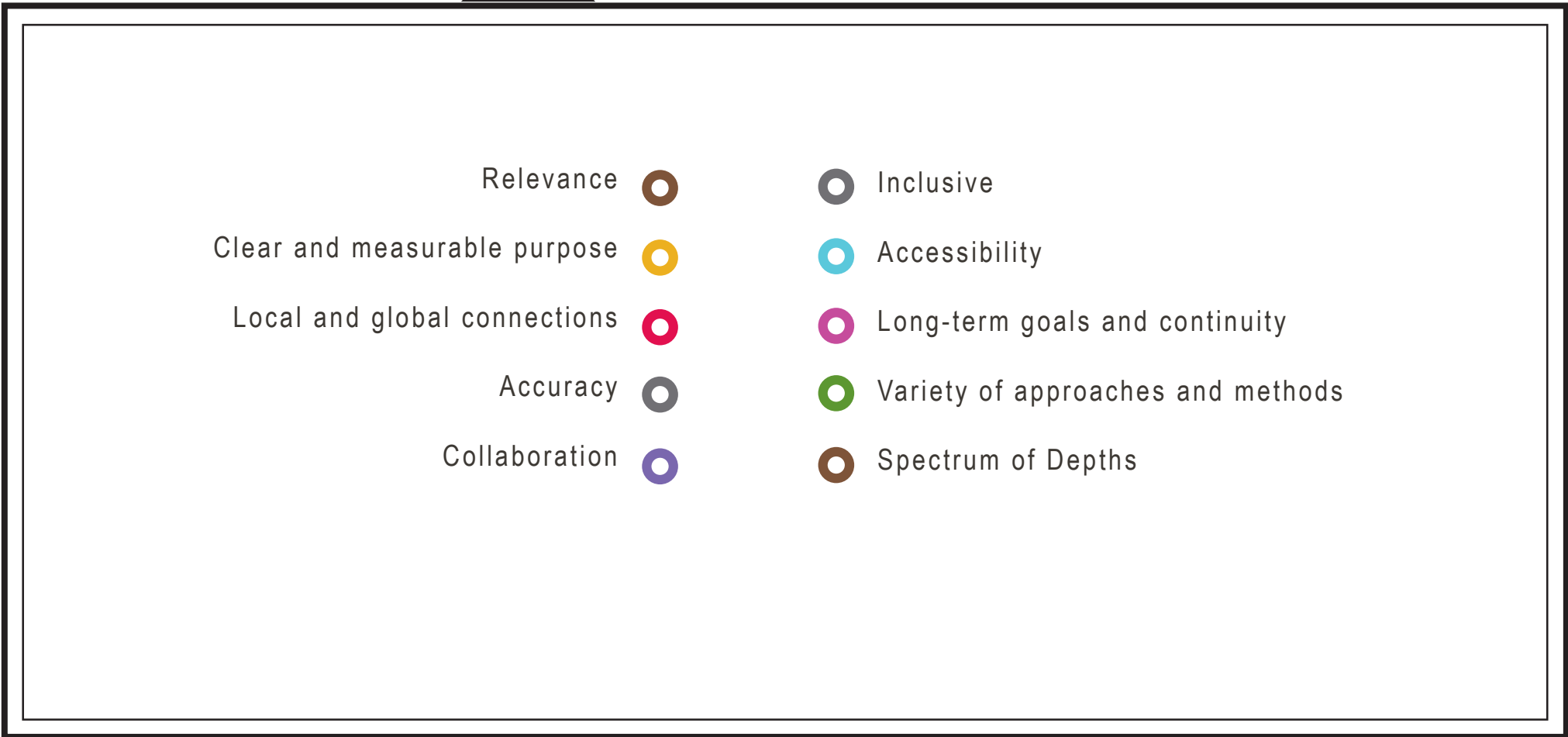


Policy Change

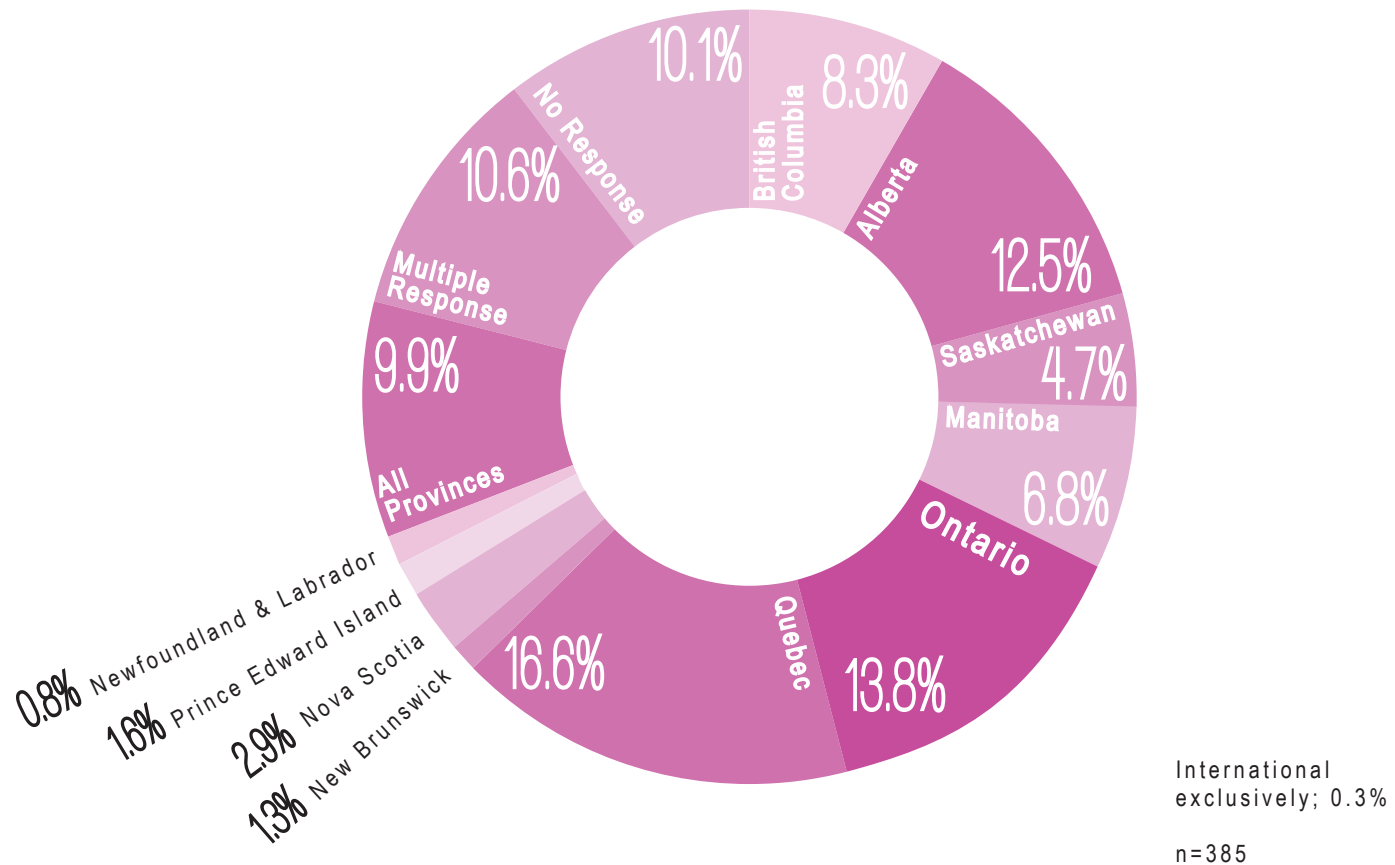


Social Change

KEY QUALITIES OF GOOD PE

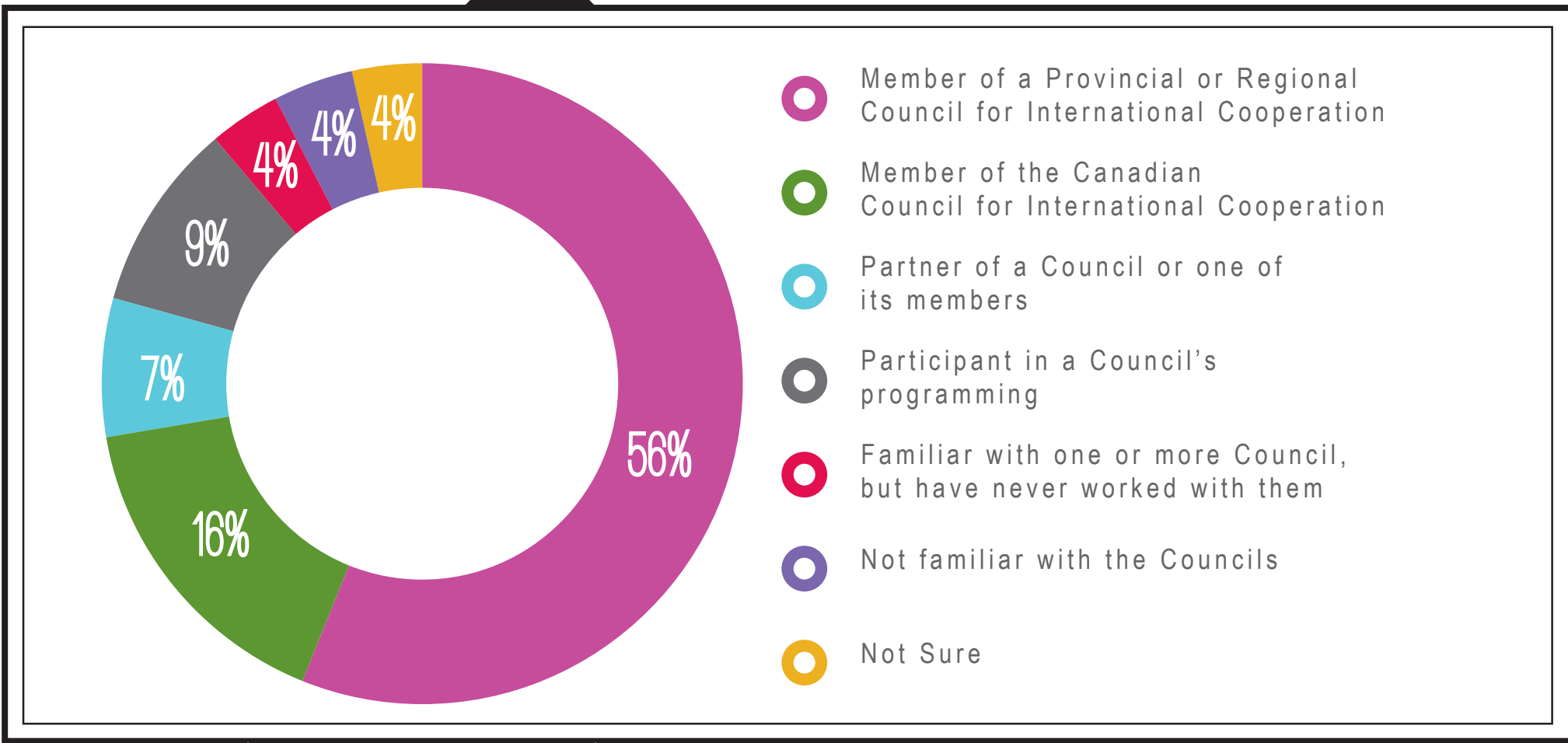


PROVINCIAL DISTRIBUTION OF PARTICIPANTS



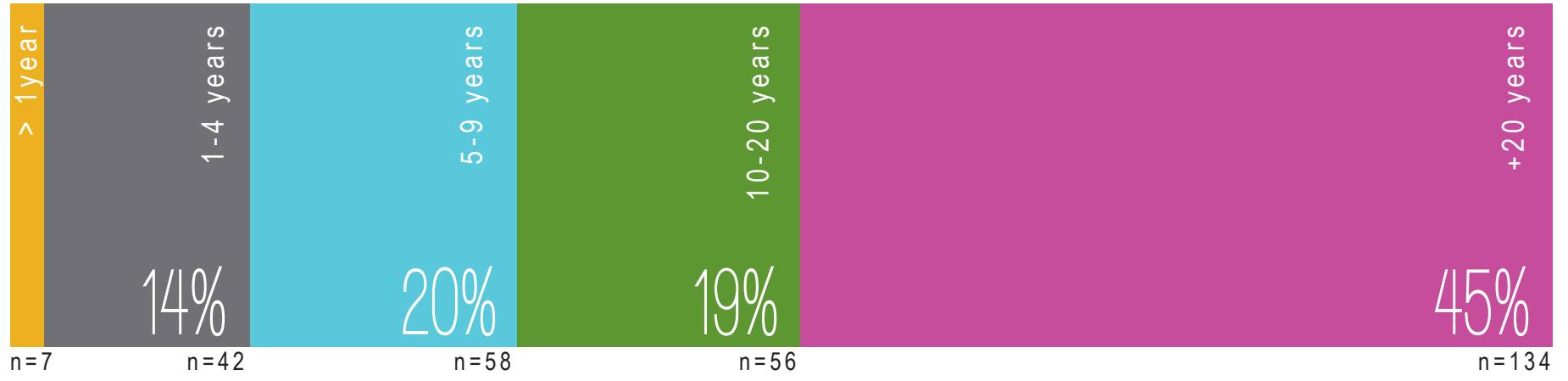
In which region(s) of Canada is your organization based?

RELATIONSHIP TO THE COUNCIL



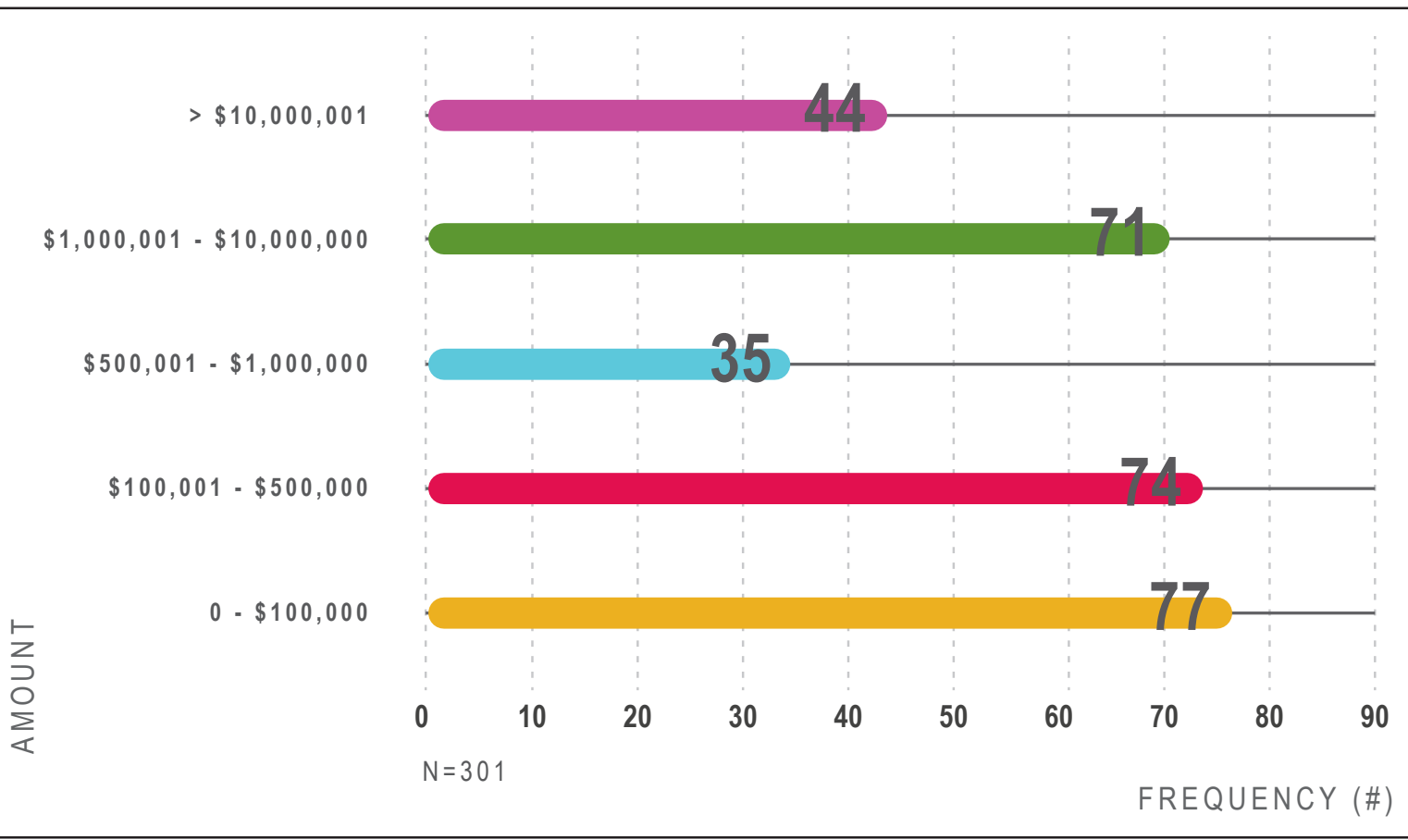
What is your organization's relationship to one or more Councils for International Cooperation?

NUMBER OF YEARS DOING PE



How long has your organization been doing PE work?

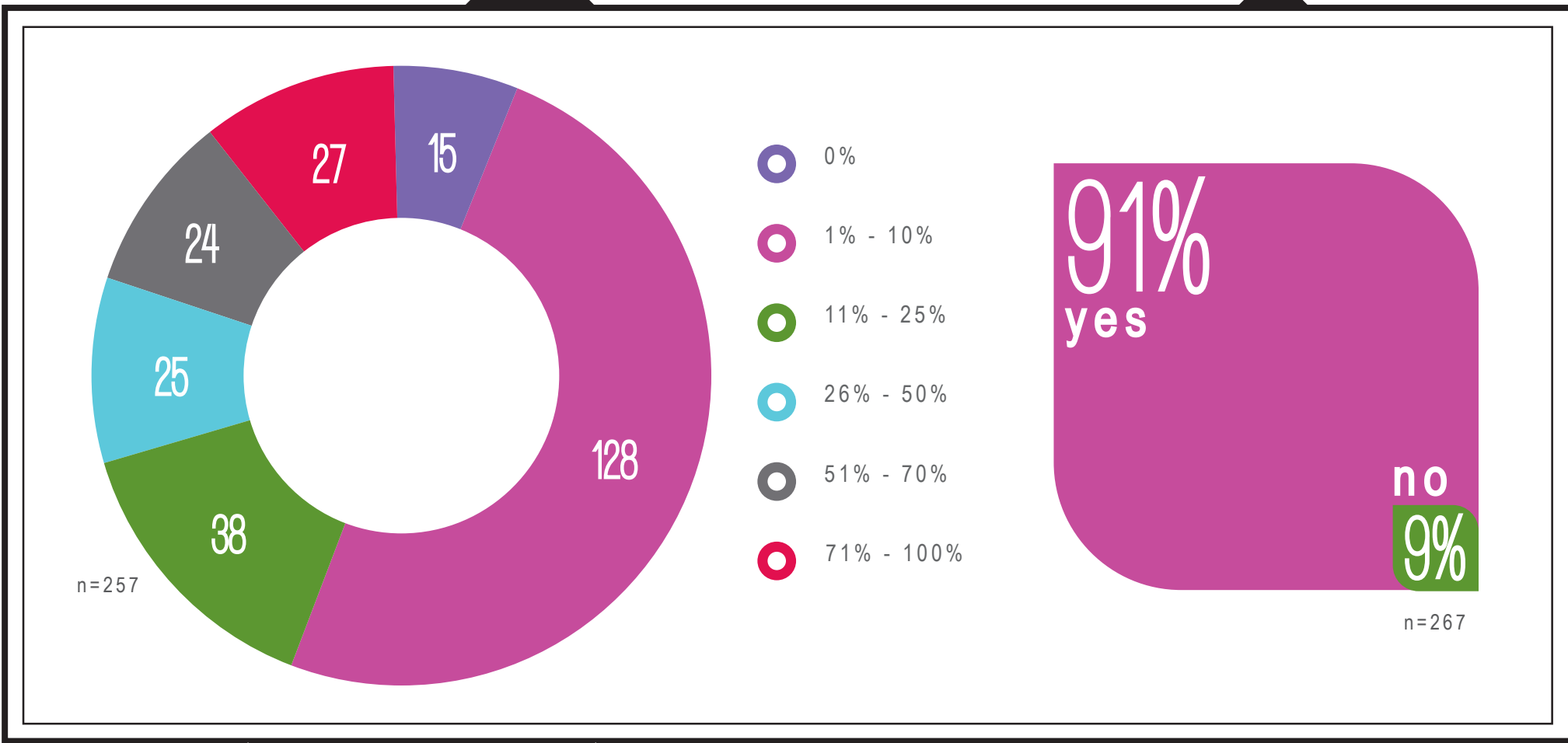
SIZE OF OPERATING BUDGET: 2011-2012



What is the size of your organization's 2011-2012 operating budget?

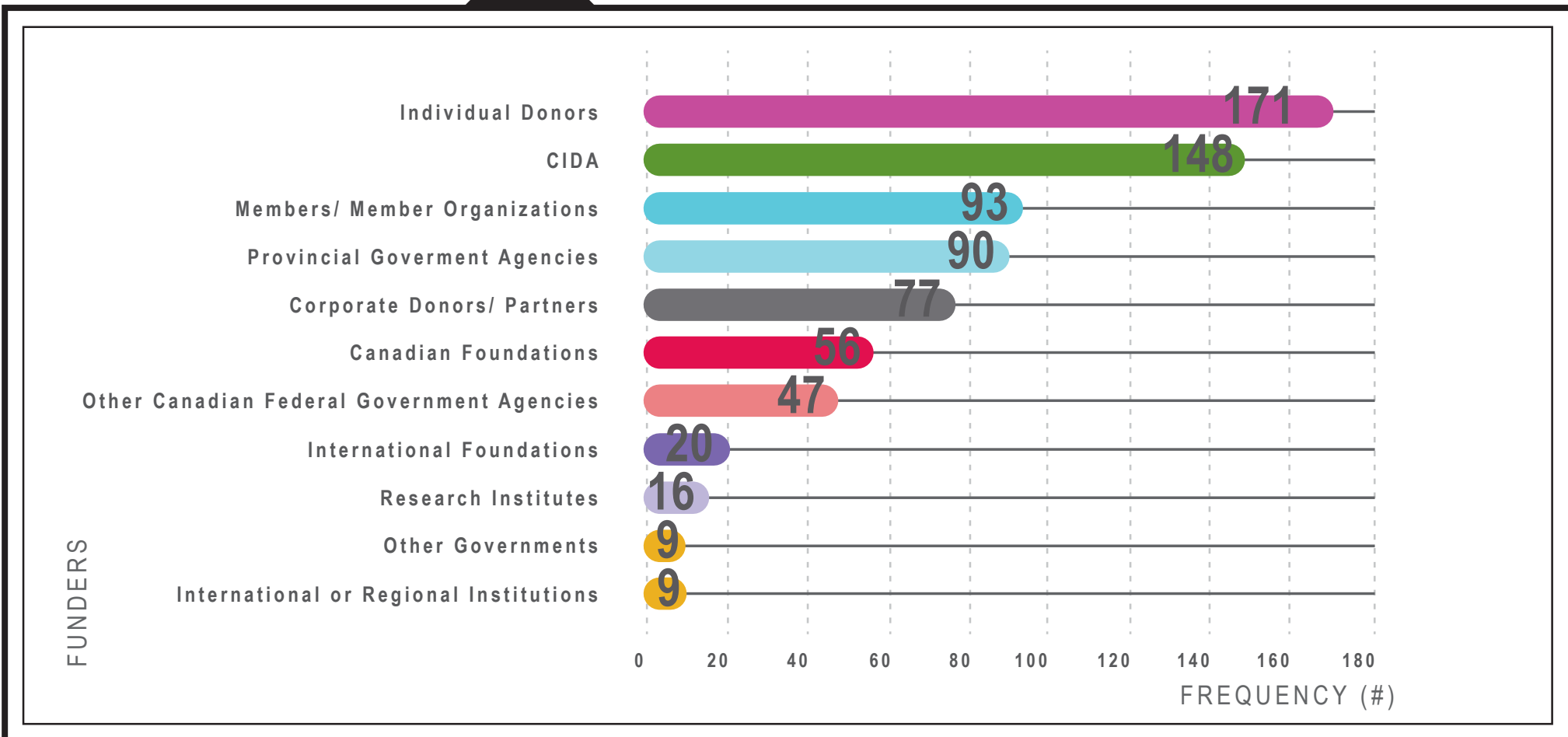
PERCENTAGE OF BUDGET SPENT ON PE

TYPICAL OF YOUR BUDGET



What percentage of your 2011-2012 budget is directed towards PE
Is this percentage typical of budgets directed toward PE in your organization in the last three to five years?

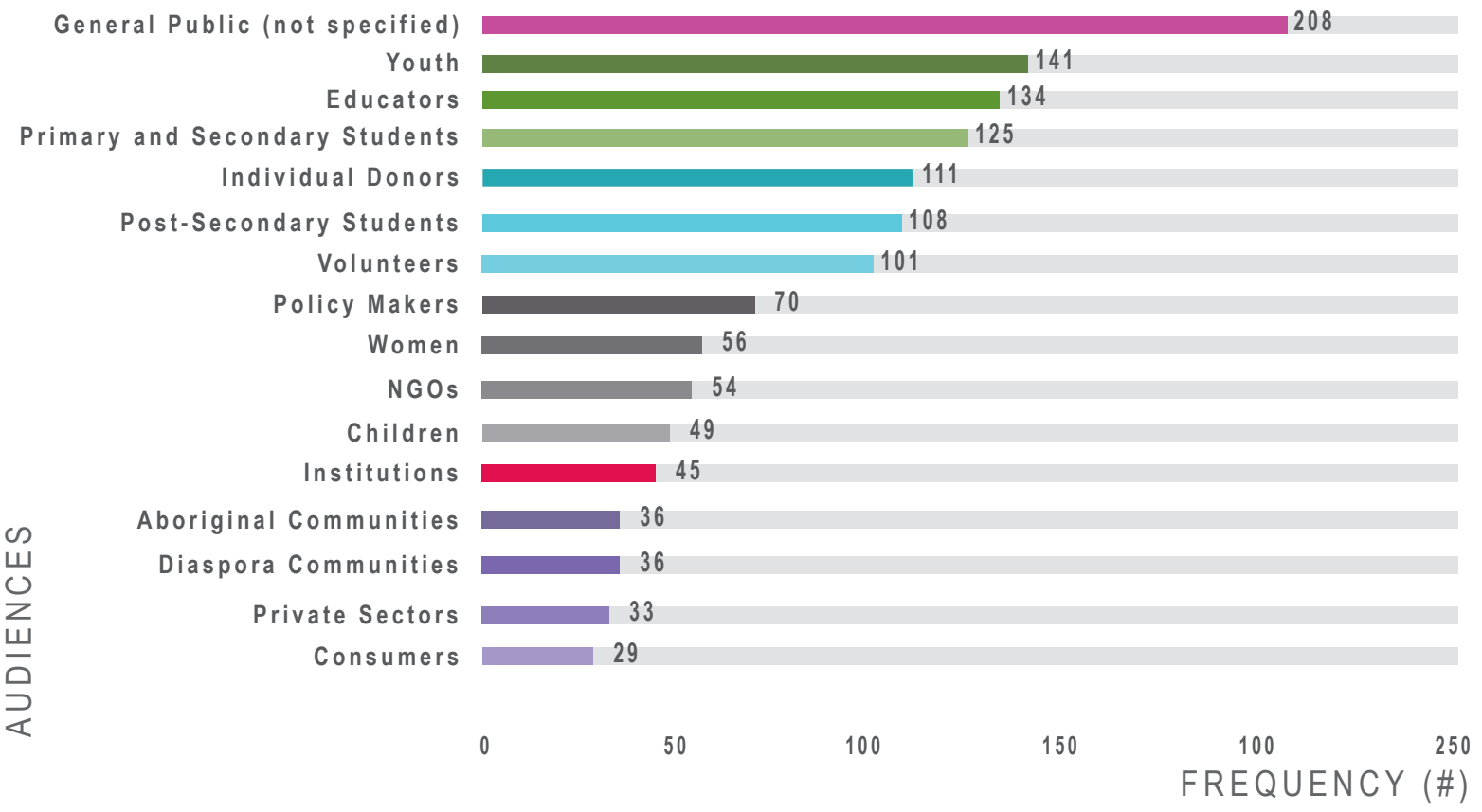
CURRENT FUNDING



How does your organization fund its PE work?

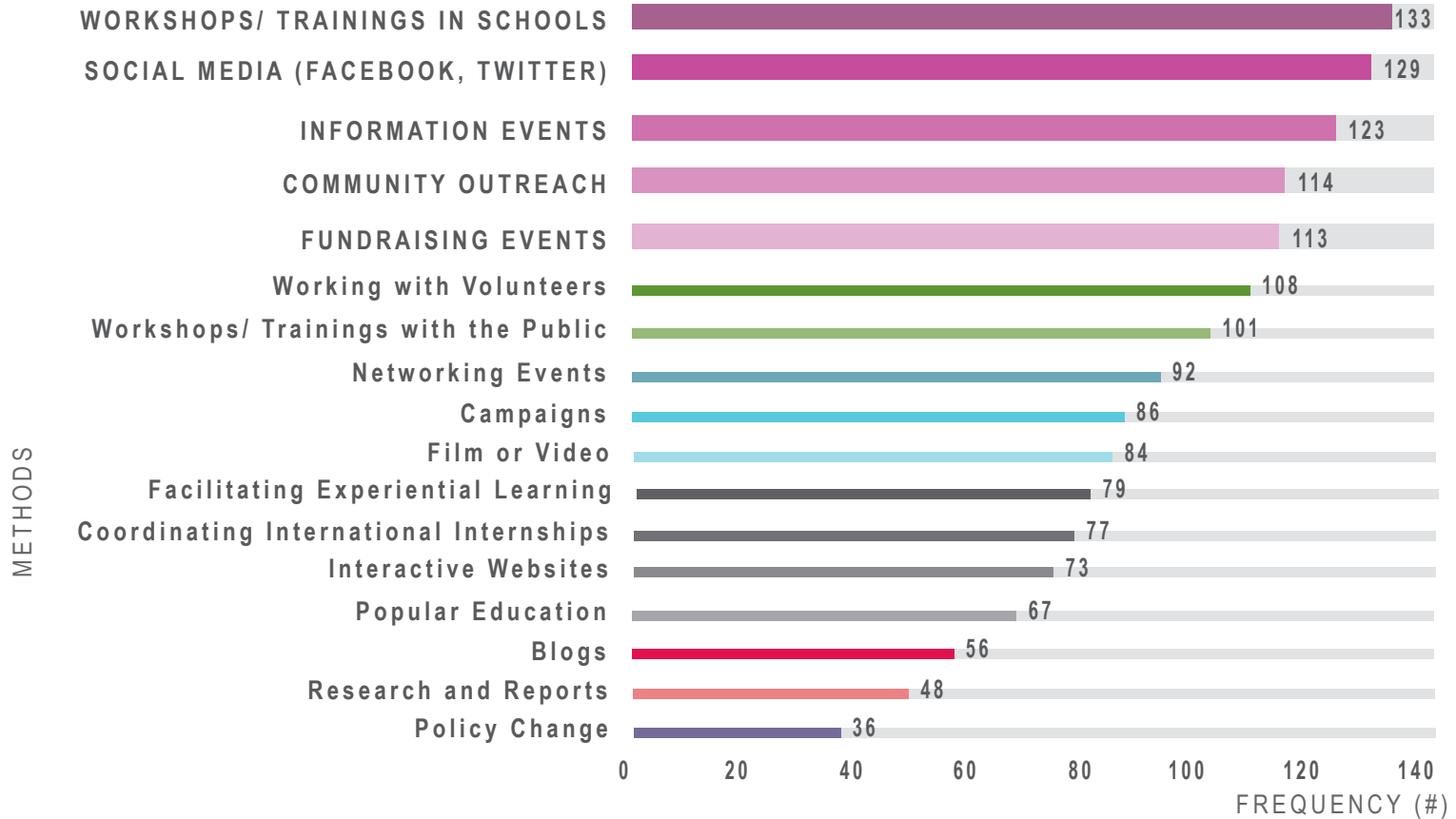
TARGET AUDIENCES

AUDIENCES

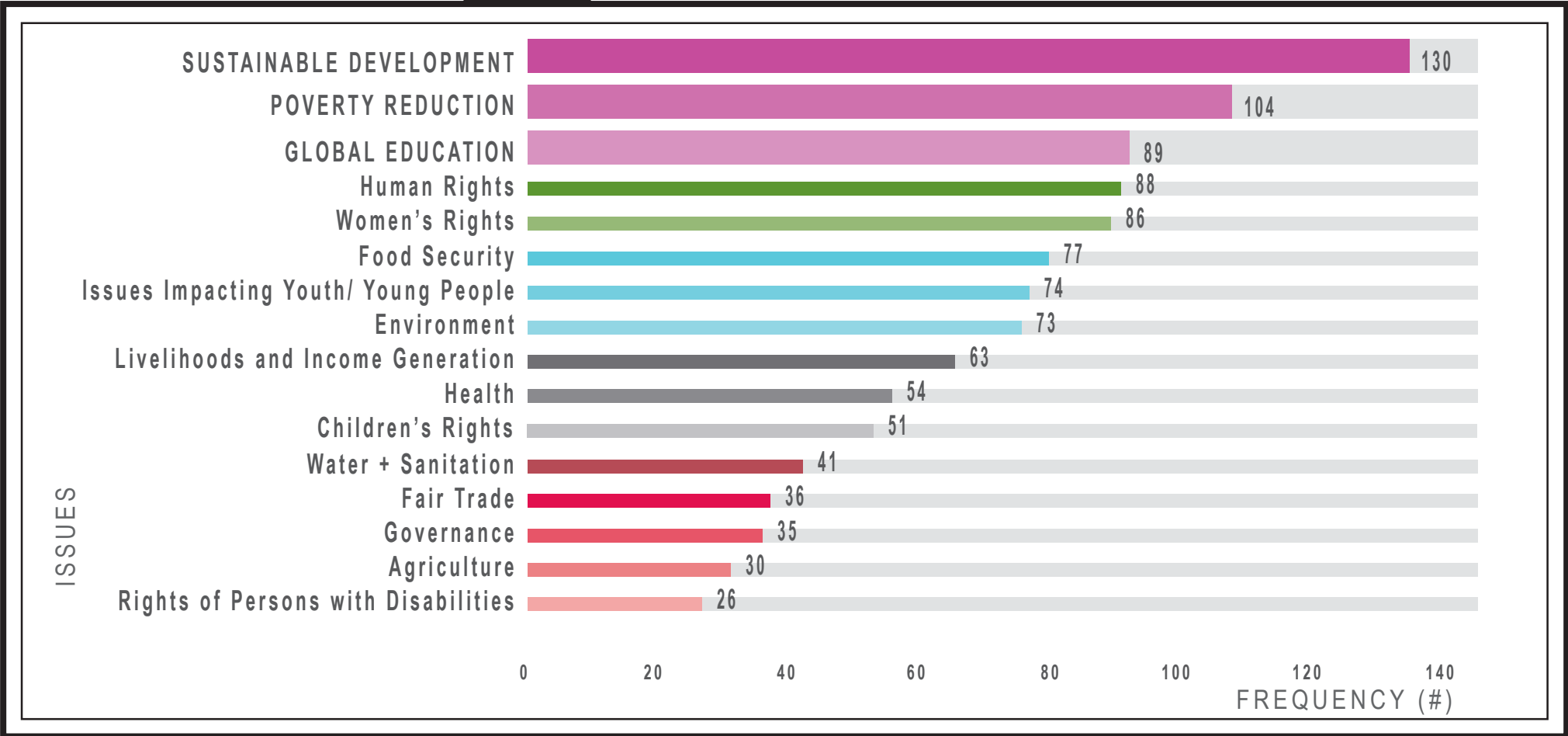


Please select the top five target audiences of your organization's PE efforts in Canada.

ENGAGEMENT METHODS



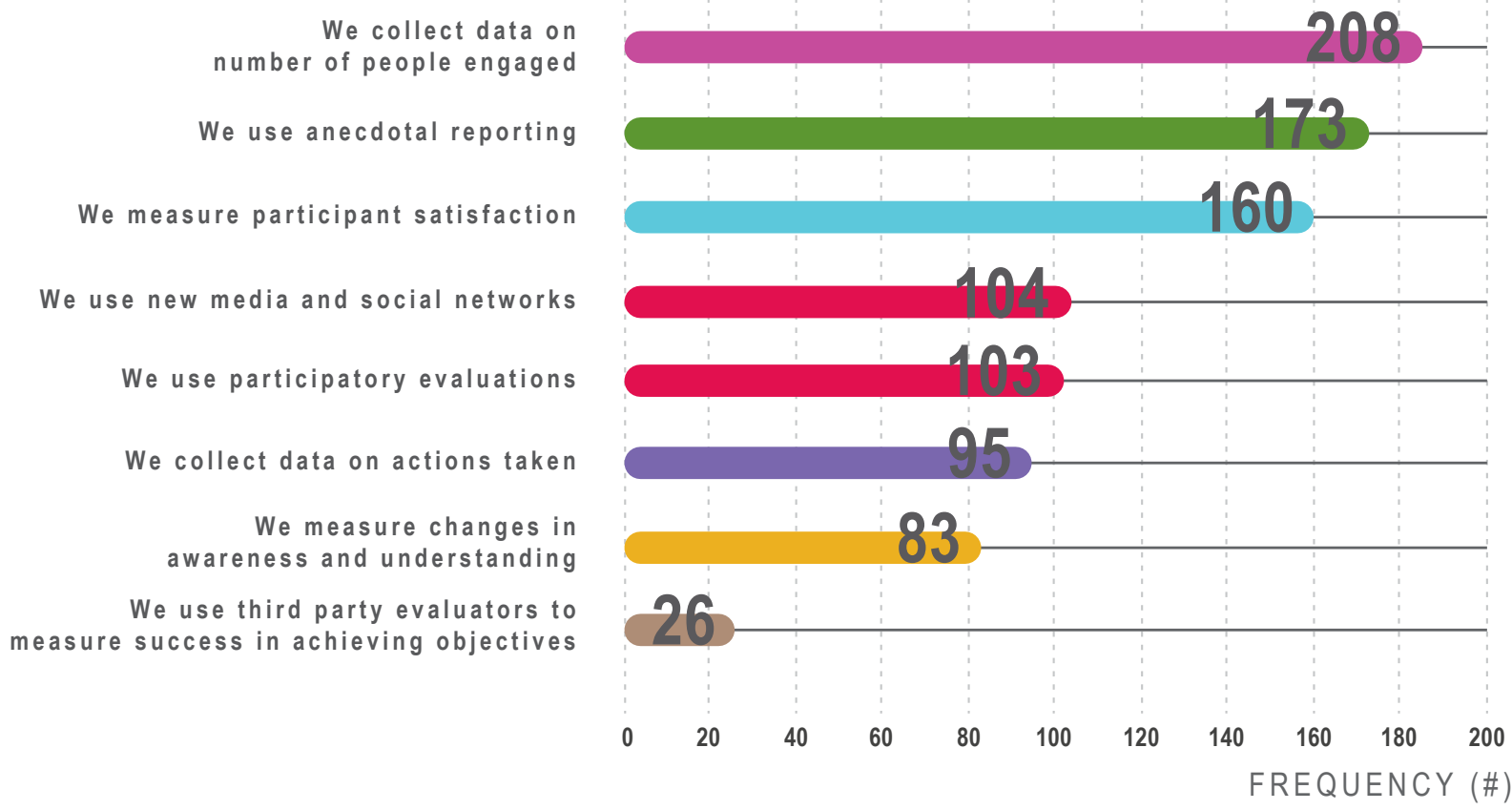
ISSUES



Please select the top three issues in which your organization aims to engage Canadians?

EVALUATING PE

EVALUATION METHOD



How does your organization evaluate its PE activities?

KEY CHALLENGES OF PE

-  Funding and Resources
-  Reaching New and Diverse Audiences
-  Competition
-  Communication of Complex Issues and Topics
-  Time Commitment
-  Geographic Barriers
-  Political Context
-  Monitoring and Evaluation of Intangible Outcomes
-  Apathy
-  Internal Challenges
-  School Challenges
-  Staff Continuity and Volunteer Fatigue

IDEAS FOR OVERCOMING CHALLENGES OF PE



Sharing of
Resources &
Information



Communication
& Media



Building
Networks &
Networking



Creating Clear Goals,
Purpose & Realistic
Timelines



Personal
Interactions



Training and
Capacity
Development



Creating
Common
Spaces



Engaging
Experts










New
Approaches
to Funding

ENVISIONING COLLABORATION

- **Event and activity-based collaboration** can maximize coordination efforts on common campaigns.
- **Cross-sectoral collaboration** provides the expertise that is needed when trying to link local and global collaboration across sectors.
- **Level-based collaboration** links together local, regional and international collaborations.
- **Issues-based collaboration** unites PE practitioners on an issue such as food security or climate change and provides opportunities for stronger issues-based collaboration.
- **Funding-based collaboration** provides an opportunity for joint funding collaboration to PE practitioners that lack the funding or the human capacity to secure funding sources.

KNOWLEDGE HUBS

-  PE in the Classroom (ACGC - EN)
-  Partnership & Collaboration (ACIC - EN).
-  Gender (AQOCI - FR)
-  Monitoring & Evaluation (BCCIC - EN)
-  Foundations of PE (MCIC - EN).
-  Policy (OCIC - EN)
-  Youth-based PE (SCIC - EN)

MORE INFORMATION

To see the complete poll results visit: icnpoll.ca

To learn more about the ICN public engagement program contact:

Sarah Power, ICN National Coordinator icn.rcc@ocic.on.ca

This initiative was undertaken with the financial support of the Government of Canada provided through the Foreign Affairs, Trade and Development Canada (DFATD)

Canada 