



Public engagement is a new way of thinking about how government works together with citizens, communities and stakeholders to achieve a wide range of goals that it cannot achieve alone, such as population health, adjustment to climate change, a highly skilled labour force, or national security.

The Public Engagement Project

This is your chance to earn your certificate and become one of your government's leaders in this important new field. The Public Engagement Project will provide officials from governments across the country with the knowledge and skills they need to begin designing, implementing and leading public engagement processes.

'Join the Engagement Community'
www.engagementcommunity.ca

THE PROJECT

Beginning in March of 2010, the Public Policy Forum (PPF) will unite some 500-750 public servants from eight governments in a year-long, action-research program. Using a combination of in-person seminars, online discussions, and ongoing pilot projects, we will launch and lead a national discussion on how to accomplish key public engagement tasks, such as:

- Setting objectives
- Facilitating dialogue
- Developing an action plan
- Communications
- Selecting participants
- Evaluating progress
- Reframing issues
- Using online tools
- Intra- and intergovernmental alignment

THE PILOT PROJECTS

Our work will be grounded in and tested by real-life experience. Several governments will launch public engagement pilot projects that coincide with our timeline; then use our dialogue process as a focus group and think tank to help them plan and execute their projects. This, in turn, will provide us with a living laboratory to test our ideas and approach.

YOUR ROLE

As the dialogue progresses, the PPF will draw on it to produce *The Practitioner's Guide to Public Engagement*, a state-of-the-art publication that will provide Canadian governments with a comprehensive manual for designing, delivering and leading these processes. By joining us, not only will you master the contents of the Guide as it is written; you will help shape its contents:

- Through facilitated, online dialogue, you will contribute your ideas and experiences to our efforts to provide Canadian governments with a reliable, systematic approach to the new field;
- You will attend a series of one-day training sessions in your city to learn about and discuss our progress, along with colleagues from your government who are also involved in the project.

HOW YOU WILL BENEFIT

Through this process, you will gain the knowledge and skills needed to design, deliver and evaluate effective public engagement processes. On completion of the project, the PPF will award you a certificate of achievement, recognizing you as a trained practitioner in this new and important field of government activity.

WHO SHOULD JOIN US?

Public engagement affects all aspects of government business, from policy development to service delivery, as well as all levels of activity, from the deputy minister's office to the frontline service counter. We welcome officials from all levels and with a wide variety of backgrounds. By joining the project, you will become part of a growing community-of-practice in Canada and abroad.

THE PUBLIC ENGAGEMENT FRAMEWORK

Our approach to public engagement was first developed by [Don Lenihan](#) through five pilot projects in the Province of New Brunswick. It has since been refined through work with nine governments, resulting in the PPF's public engagement framework. Since the fall of 2007, Don has offered some 50 half-day seminars on the framework to over 1000 public servants across Canada. The current project shifts the PPF's focus from helping officials understand the framework, to helping them apply it.

TIMELINE

The project will begin in February, 2010 and conclude by the end of March, 2011. Your participation in the dialogue will run from March, 2010 until January, 2011.

COST

There is no cost to participants. The project has been funded through contributions from participating governments.



To learn more about the PPF, the project, and how to become a part of it, [click here](#) or visit www.engagementcommunity.ca