

# Inclusive and equitable public participation in impact assessments for better outcomes



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# Impact Assessment Agency of Canada



- Assess major projects
- Mitigate adverse federal effects
- Work with Indigenous communities
- Coordinate federal permits
- Build social license
- Facilitate project development



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# Inclusive and equitable



## Why it **matters**

- Amplify voices, deepen trust and connections
- Enable better development decisions and lasting outcomes

## Our **challenges**

- Reaching underconsulted and affected communities with accessible information to identify and address issues early
- Maximize impact where comprehensive assessments required



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# Testing a new approach

## Our focus

- Map stakeholders more intentionally
- Proactively remove barriers, be agile
- Boost awareness, build relationships
- Identify issues, find solutions, facilitate development

## How it's different

- Start engaging sooner
- Offer multiple ways to engage
- Seek input despite limited project information



# PROJECT: Nuclear power facility



## Target audiences

Potentially affected by project:

- Youth, women with children, seniors
- South Asian and Mennonite communities
- People with low access/use of technologies



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# PROJECT: Nuclear power facility



## Meet people in their own spaces

- High schools
- Community libraries
- Recreation center
- Local pumpkin festival



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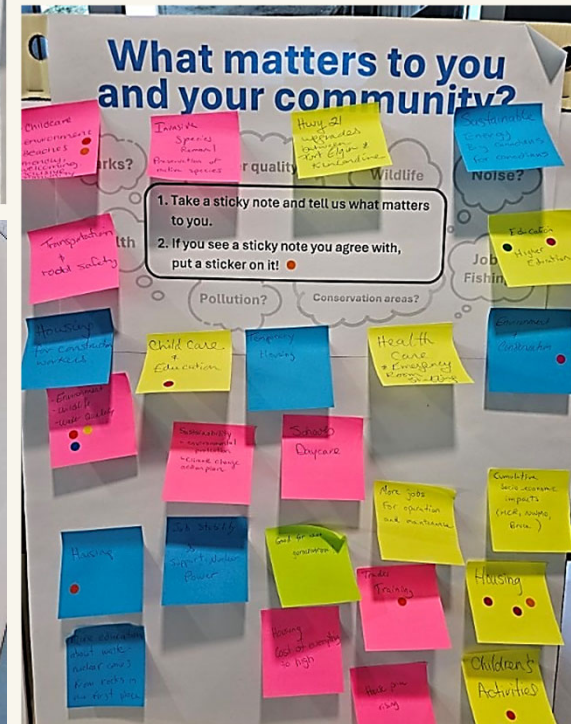
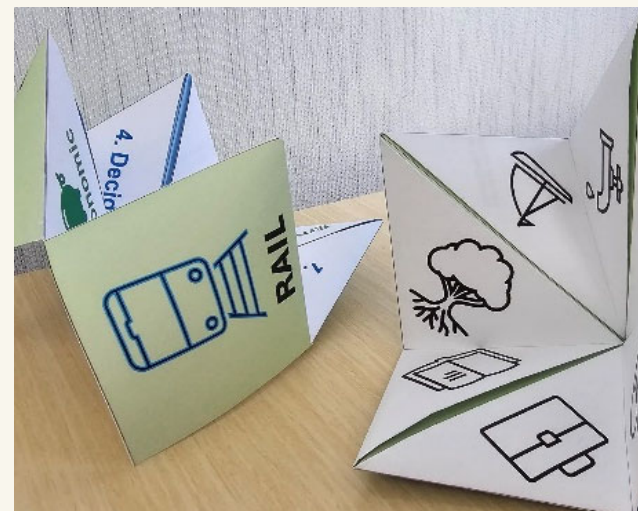
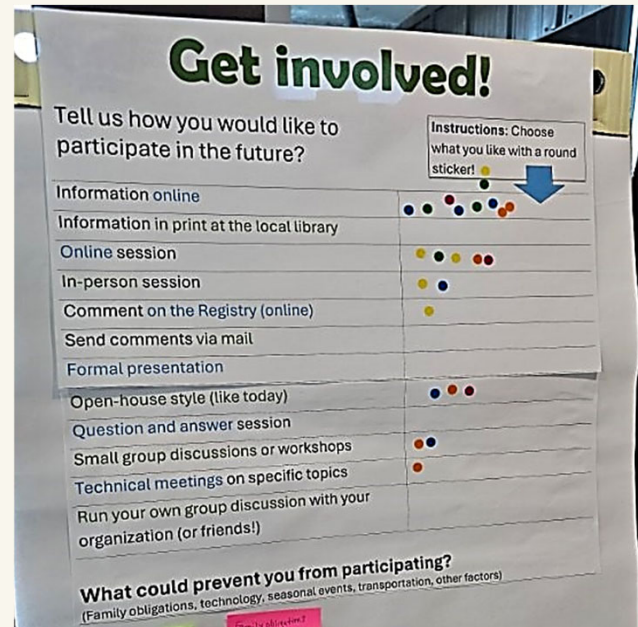
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## Methods we used

Making our information accessible to address relevant issues through:

- Workshops with students
- Meet and greet activities
- Booths
- Sticky notes on flipcharts
- Dot voting activity
- Kids table

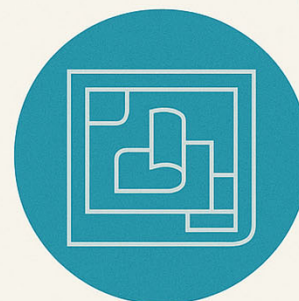


# Value gained

- Greater community **interest** and **readiness**
- Stronger **relationships** and **trust**
- Better **understanding** of context
- Broader and more **diverse input**
- Early **insight** into key concerns and resolutions



Better  
Designed  
Projects



More  
Durable  
Decisions



Optimized  
Project  
Benefits



(less likely to  
be challenged)

*Inclusion takes effort –  
and rewards with **impact!***



## Key takeaways

- Mindset shift made a real difference
- Flexibility made engagement more accessible
- Creativity sparked new ideas – and better results
- “Meeting people where they were” made participation easier
- Clear, simple and relevant messages made the biggest impact



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# Let's continue the conversation!

Message me your questions or comments in the IAIA25 app.

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