# A Strategic Framework for Public Engagement

## Six considerations for sponsoring your next public engagement initiative

### #1 What is the topic of engagement?
- Why do we need to engage?
- What questions does the public want to address?
- What is on or off the table?
- What are the risks of not engaging?
- What criteria will we use to make a decision?

### #2 What are we trying to achieve?
- Raising awareness & education
- Transforming conflicts
- Exploring ideas & information
- Contributing to decision-making
- Mobilizing collective action

### #3 How will our decisions affect communities?
- Who is affected?
- What is the degree of impact for each group?

### #4 What level of engagement are we promising the public? (IAP2)

<table>
<thead>
<tr>
<th>INFORM</th>
<th>CONSULT</th>
<th>INVOLVE</th>
<th>COLLABORATE</th>
<th>EMPOWER</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;We will keep you informed.&quot;</td>
<td>&quot;We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.&quot;</td>
<td>&quot;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.&quot;</td>
<td>&quot;We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.&quot;</td>
<td>&quot;We will implement what you decide.&quot;</td>
</tr>
</tbody>
</table>

### #5 What is the reach of this engagement initiative?
- How far and wide should the reach of engagement be?
- What are the budget and timeline for engagement?

### #6 How will we follow through?
- How will we report back on what we heard and how the public’s input was used in making a decision?
- How will we evaluate the engagement and report on the results of the evaluation?