

# Foundations in Public Participation

## A Winning Career Decision

If you are serious about your work in public participation, community engagement and stakeholder involvement, you owe it to yourself to take this comprehensive new training. The hands-on design of this programme and the expertise of the IAP2 Federation Licensed Trainers ensure that you'll be receiving the best public participation and community engagement training available globally.

At the end of this training, participants will receive a certificate issued by the IAP2 International Federation. To learn more and to register for a training programme near you, please visit the IAP2 Federation website.



[www.IAP2.org](http://www.IAP2.org)

*Public Participation is both  
a discipline and an art.*

### About IAP2

Founded in 1990 as a not-for-profit international organisation by a group of dedicated public participation practitioners, the IAP2 Federation is recognised as the premier public participation organisation around the world. It has expanded from a small group of individuals to a global organisation with national affiliate members in Australia/New Zealand, Canada, Italy, Indonesia, France, Southern Africa and the United States. National affiliates are independent legal entities and offer member services, networking events and educational programmes at the national, regional and chapter levels.

IAP2's mission is to provide public participation practitioners around the world with the tools, skills, networking and training opportunities to extend the practice of public participation. Through the IAP2 Federation's Core Value Awards and the Annual State of Practice Report, available on our website, best practices in our field are celebrated and shared. The IAP2 Federation partners with not-for-profit organisations, foundations, and academics in publishing the bi-annual *International Journal for Public Participation* – an online forum for the exchange of information, sharing of best practices and scholarly research with a thoughtful exploration of the practice and impact of public participation.

For more information on IAP2 Federation training close to you, please contact one of our National Affiliates or an IAP2 Licensed Trainer.



## Foundations in Public Participation

### Training Today's Practitioners for Tomorrow's Challenges

The landscape of public participation and community engagement is changing. Rapid developments in technology, the rampant economic and political changes across the globe, widespread use of social media, and a decline in public trust have created new challenges for governments, organisations, and institutions. Add to that the growing desire of citizens to participate in building the democratic architecture of their countries and communities, and it is obvious that a proven framework for public participation has never been more essential!

People want and need to be engaged as decisions are made. Those of us managing community engagement and public participation processes must ensure that it happens in a respectful, positive, and effective way that creates the best possible outcomes for all concerned. That's where we come in.

### Why IAP2?

As a Federation of national affiliates, IAP2 has set the bar for stakeholder engagement with practical tools and methodologies that transcend national and cultural boundaries. As part of our mission, we have been at the cutting edge of public participation training world-wide. Now, working with experienced IAP2 practitioners, we have streamlined and refined our highly-regarded and innovative training materials for this new challenging climate.

The IAP2 Federation is pleased to offer *Foundations in Public Participation* to meet the demands you face today. Whether you are new to the public participation process or an advanced practitioner, this training will provide you with the structure, techniques, and knowledge you need to be successful.

**At IAP2, our mission is the advancement of successful public participation throughout the world. We believe our collective future depends on it!**

*Good Decisions  
Don't Just Happen.*



# Foundations in Public Participation

## An Experiential and Interactive Training Programme

*Foundations in Public Participation* was designed with the input of successful practitioners who work with diverse populations and divergent circumstances throughout the world. As we designed this comprehensive new program, we listened to what you told us about your training needs.

- A format in which you could explore your own unique public participation challenges with IAP2 instructors and your peers.
- A curriculum that brings together ideas and best practices from practitioners in the field.
- The flexibility to take the training in modules that better fit your busy schedule.

*Foundations in Public Participation* provides this and so much more. This course will let you hit the ground running armed with the knowledge and confidence you need to plan and execute effective initiatives for any area in which you may be working. The course is divided into two modules, each focusing on one of the two major phases of public participation, planning and techniques. Upon completion of both modules, you will receive a certificate of completion from IAP2.

### Creating Sustainable Decisions for a Complicated World



#### Who should take this Training?

Regardless of the arena in which you work, IAP2's *Foundations in Public Participation* can broaden your toolkit and bring greater creativity to your approach. This programme will give you a broad-based understanding of how public participation works across the world.

Foundations is right for anyone working for or involved in public participation and community engagement projects in:

- Government—municipalities, state and provincial agencies
- Corporations
- Utilities
- Environmental Agencies
- Community Organisations
- Universities

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Learn

Plan

Execute

#### Planning for Effective Public Participation (Three Days)

A major reason that initiatives fail to reach their goals is inadequate preparation. Our planning module provides you with a proven structure that will greatly increase your odds of a successful project. This hands-on course gives you the opportunity to delve into your own challenges as you learn and review the essential elements of effective public participation planning.

- Evaluating the scope of a decision and identifying the processes needed.
- Identifying the decision steps including timing and needed resources.
- Establishing roles and responsibilities of the primary parties.
- Developing a comprehensive, decision impact analysis to identify the stakeholder community, their concerns, and hopes.
- Selecting the appropriate level of public participation.
- Setting clear and achievable objectives.
- Developing a detailed public participation plan.
- Planning for communications initiatives that support the process.
- Identifying appropriate evaluation tools to measure the effectiveness of the initiative.

This course is a prerequisite for the subsequent module, *Techniques for Effective Public Participation*.

#### Techniques for Effective Public Participation (Two Days)

Once you have completed the planning course, you are ready to add 50+ practical tools and methodologies to your public participation toolkit. Working experientially with seasoned IAP2 trainers and your peers, you'll now learn powerful techniques you can put to immediate use in your next project.

This module breaks down specific methods including World Café, Interviews, Revolving Conversations, Deliberation, and Advisory Groups. You'll leave armed with a wealth of reference material, IAP2 tip-sheets, and the ability to select appropriate procedures for each new project. You'll also learn how to establish and maintain effective communication during the process.

