Business-Community Engagement (CE)
Challenges & Opportunities in the Extractives Sector

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November 14, 2016
Center for Sustainable Business at Scheller College

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Agenda

• Business in Communities
• Evolution of “Social Performance”
• Social Performance Elements & CE
• Community Engagement Challenges & Lessons Learned
Business in Communities
Aligning Two Impactful Georgia Tech Initiatives

Ray C. Anderson Center for Sustainable Business

- Sustainability integration & innovation in education & business

Serve Learn Sustain (SLS)

- Linking teaching, research, and action to create sustainable communities
The role of business in communities continues to evolve in response to both societal and commercial pressures.
Extractives Industry Increasingly Recognizes Community Impacts on Social License to Operate & Bottom Line

- Issues Intersect Environmental and Social Domains
- Stakeholders are local, regional, and global
- Covers “compliance” and beyond

Illustrative Sustainability Issues & “Bottom-Line Impacts”

- Human rights
- Indigenous peoples
- Corruption/bribery
- Community unrest
- Security
- Labor/working conditions
- Labor migration
- Road safety

- Climate and energy
- Material & chemical toxicity
- Water
- Waste
- Land use and biodiversity
- Raw material use
- Air quality
Attributes of Extractives Projects

- In the “upstream”, activities tied to location of the resource
- Often located in remote or challenging locations with minimal infrastructure
- Substantial physical footprint, processing facilities, pipelines, etc.
- High degree of technical and commercial uncertainty, particularly in early stages of projects
- Stakes are often very high (single projects constituting heavy portion of GDP)
- Interaction with communities is significant (for mining and onshore oil/gas)
- For these/other reasons, there are lots of lessons learned from extractives projects for other industry sectors
Evidence of Social Impacts on the Bottom Line

- Rio Tinto in Sub-Saharan Africa estimated EV of sustainability investments at more than $318 MM
- Newmont Mining in Ghana – land acquisition six months ahead of schedule, decrease in grievances, reduction in spending on security
- Shell Philippines (offshore project) - $6 MM in community consultation costs resulted in $50-$72 MM in savings via accelerated construction schedule
- Cost of Company-Community Conflict (See: Company-Community Conflict)
Evolution of “Social Performance”
Proliferation of regulations, industry standards, and best practice to support community engagement

• Increasing need for talent and expertise to address these growing standards and expectations

Implications
• Management systems and resources
• Cost and compliance
• Importance of materiality
Impact Management Standards from the International Finance Corporation & Equator Banks pervade corporate expectations

IFC standards & Equator Banks integrate project-related impacts across environmental and social topics (including audits)

### Performance Standards

1. Assessment & Management of Environmental and Social Risks and Impacts
2. Labor and Working Conditions
3. Resource Efficiency and Pollution Prevention
4. Community Health, Safety, and Security
5. Land Acquisition and Involuntary Resettlement
6. Biodiversity Conservation and Sustainable Management of Living Natural Resources
7. Indigenous Peoples
8. Cultural Heritage

### Governing Body

![Equator Principles Logo]

### Adopters

More than 100 banks and lending institutions including Bank of America, JP Morgan Chase, Export Development Canada, Royal Bank of Canada
UN Guiding Principles: A Global Standard

- The UNGPs improve clarity on responsibilities of societal pillars in the human rights arena

| UN “Protect, Respect, Remedy” Framework provides the authoritative focal point |
|-----------------------------|-----------------------------|-----------------------------|
| State Duty to Protect       | Corporate Responsibility to Respect | Access to Effective Remedy |
| Against human rights abuses through appropriate policies, regulation, and adjudication. | Act with due diligence to avoid infringing on human rights and address adverse impacts. | For victims of corporate-related abuse, judicial and non-judicial. |

“Guiding Principles on Business and Human Rights” for implementation of the Framework

Businesses need to “know and show” that they respect human rights
- Human rights policy
- Due diligence (e.g., risk or impact assessment that includes community engagement
- Integration of due diligence findings to prevent, mitigate, monitor, report on impacts
- Remediation of impacts and access to non-judicial grievance mechanism
Community Relations “Portfolio”

- Community engagement is a subset of community relations

Community engagement encompasses:
- Two-way communication and commitments
- Disclosure on impacts is expected to be transparent and accessible
- Grievance mechanisms designed via engagement
- Growing need for skilled community relations practitioners in industry – business education and training growing in importance (e.g. Rio Tinto Stakeholder Engagement Academy)
- A key linchpin for social performance
Social Performance Elements & CE
Impact Management
• Includes social and environmental issues (per IFC standards)
• Labor, contractor, and community (including vulnerable populations) - security, health, and human rights
• Successfully build stakeholder understanding of (perceived and actual) impacts

Social Investment
• Activities to provide community benefits in the localities where company operates
• Best practice involves community needs assessments and participatory governance

Inclusive Business
• Enhancing and maximizing local workforce, supplier, livelihood and customer development
• Extensive engagement required to design resilient, sustainable outcomes.
Community Engagement in impact management is often underestimated in importance by regulators & companies

- Voluntary design of participatory monitoring mechanisms offers an industry innovation

Do you need a CEMP?
How your community and your company can design and implement a Community Environmental Monitoring Program

- Addressed lack of community confidence in permitting process.
- All of the Superior Watershed Partnership’s monitoring work is paid for by the company through its donations to the Marquette County Community Foundation.
Community Engagement in Benefits Delivery

- Anglo-American Socio-Economic Assessment Tool (SEAT) has been shared/adopted as an industry best practice

- Designed for existing operations – supplements ESHIAs
- Used at mines, smelters, paper mills, forests, sugar estates, quarries…
- Conducted every three years
- Partnership implementation with local NGOs
- Unique features: encourages participatory planning and requires public disclosure of findings & follow-up
Community Engagement in Social Investment

- Use of trusts, funds, and foundations to diversify funding and share governance with communities

Figure 4.4: Asociación Ancash

Source: World Bank, Sharing Mining Benefits in Developing Countries - 2011
Community Engagement in Inclusive Business

• Numerous lessons learned in governance & design within a large scale project

Issues & Challenges:
• Legacy of civil war
• Scale and geographic scope
• Interest in testing new ways of conducting SI/Local c

Lessons Learned:
• Shift from philanthropy to development model including multi-year funding
• Established deep partnerships for governance and funding
• Transition from “expert-driven” to participatory
• Funding (donors) and implementing partners (grantees) in design and management of projects
• Chevron program evaluation demonstrated business value and impact
• Led to Angola Enterprise Program & micro/small enterprise support
CE Challenges, Gaps, & Lessons Learned
Challenges, Gaps, and Lessons Learned

- Business case not always recognized
- Misaligned expectations of business as a force for good versus necessity of alignment with bottom line
- Business & technical uncertainty poses expectation management challenges
- Gaps in internal buy-in, skill sets, incentives, life-cycle transitions, and systems
- Still perceptions of social performance as philanthropy (though philanthropy can contribute)
- Best practice is empowering, not paternalistic but latter still a default for many companies
- Criticality of private/civil society partnerships but governance, execution effectiveness, and bandwidth pose constraints
Thank you!

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Backup
Successful local content approaches require considerable coordination and in some contexts may warrant longer term mechanisms such as Enterprise Centers.

Community Issues:
- High expectations for jobs and local benefits
- Existing service providers with “entitlement” perceptions
- Balance XOM desire to manage larger contracts with SME engagement
- Importance of resetting “tone” for performance among local suppliers

Lessons Learned:
- Coordination between community relations and procurement on local content is essential
- Deployment of Enterprise Center as primary training for target local companies helped to expand impact and reduce burden on procurement team
- Independent third party assessments provided credibility to XOM & suppliers for focused improvements

References