

Putting the Social in Strategic Assessment

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Overview

"Evaluation of impact studies... over the past 30 years reveals a consistent pattern of overstating the physical and ecological impacts of major projects and a pattern of understating the local and regional social, economic and cultural impacts. It is these impacts, however, that have consistently emerged as the more important, and more environmentally damaging over the long term"

Wagner and Jones (2004)

- Definitions
- Drivers and Challenges
- Case Study Learnings
- Involving stakeholders

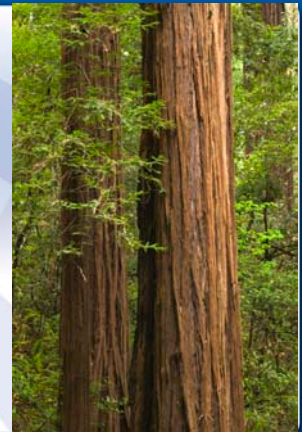


Case Study 1 – Forestry



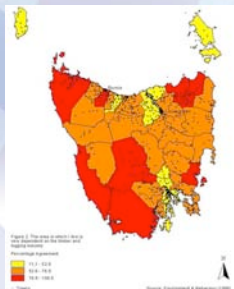
The RFA (late 1990s)

- Most significant application of social impact assessment at a national level related to a new policy directive – *National Forest Policy Statement (1996)*
- National assessment was strategic in nature, as involved assessment of implications (social, economic, environmental) of changing forest use
- The SIA designed to identify areas where social impacts of change likely to be most intense
- Further forest assessments subsequently undertaken at a state and regional level



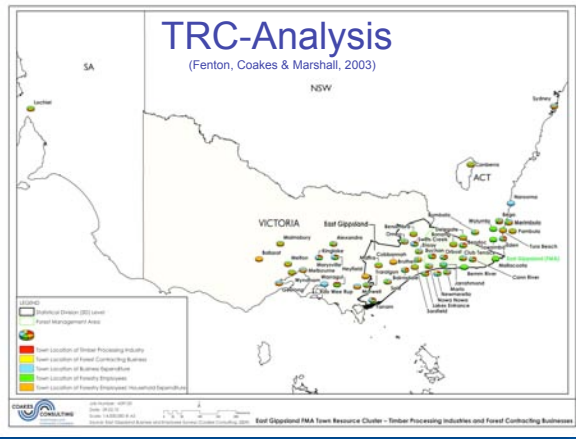
Approach/Tools

- Values/attitude assessment
 - State and regional level of analysis
 - Attitudes towards changing forest use
 - Future aspirations



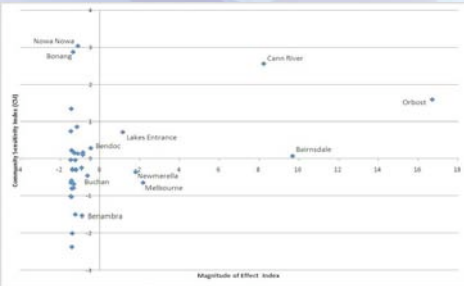
TRC-Analysis

(Fenton, Coakes & Marshall, 2003)



East Gippsland MFA Iron Resource Cluster - Timber Processing Industries and Forest Contracting Businesses

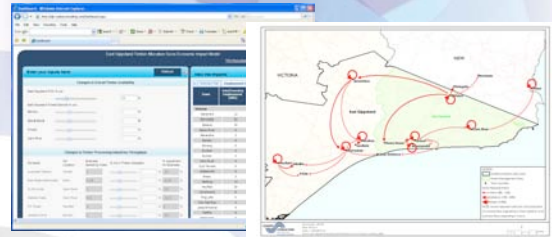
Indices of Effect / Impact



Maximum Magnitude of Effect and CSI indicator scores for forest dependent towns within the EG FMA TRC
Source: Coakes Consulting, 2009



Develop social and economic models that facilitate impact prediction and identify significance

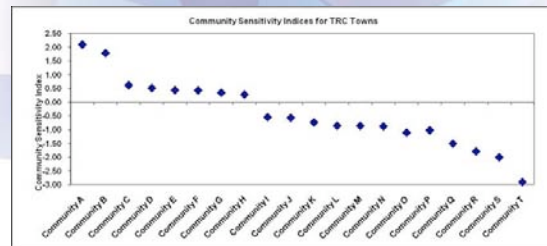


Case Study 2 – Climate Change

- Impacts of climate change on O&G sector in Pilbara region and subsequent impacts on community resilience and adaptive capacity



Developing composite indices - Community Resilience



Capital Sensitivity

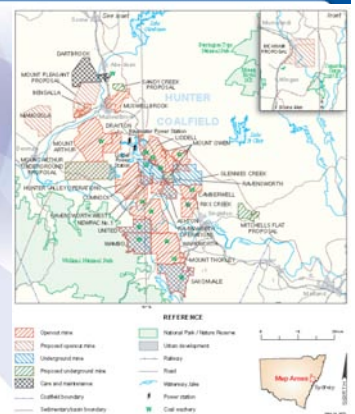


Based on: Sustainable Livelihoods Framework
Department for International Development (1999)

- Community Sensitivity / Resilience to Change**
- NATURAL CAPITAL:**
 - Natural resources (e.g. water, metals, energy)
 - Ecosystems (e.g. fisheries, agricultural lands)
 - Biodiversity of nature (e.g. marine reefs)
 - ECONOMIC CAPITAL:**
 - Economic resources
 - Key industry sectors
 - Wealth of individuals, households and organisations (e.g. income levels, labour force participation)
 - HUMAN CAPITAL:**
 - Skills
 - Health
 - Education
 - Abilities
 - Vulnerable / at risk groups
 - PHYSICAL CAPITAL:**
 - Built infrastructure
 - Accessibility to key community services and infrastructure
 - Information accessibility
 - Resilience / assistance
 - SOCIAL CAPITAL:**
 - Family and neighbours
 - Community networks and inter-relationships
 - Governance
 - Sense of community
 - History and heritage

Case Study 3 – Hunter Valley

- Extensive coal mining
- Conflicting land-use
 - Dairying/Agriculture
 - Viticulture
 - Equine
 - Mining
- Cumulative Issues
 - Dust (nuisance, health)
 - Water – access, quality
 - Noise
 - Traffic/Transport
 - Service provision
 - Skills drain
 - Community benefits



With hindsight...

- Application of strategic social assessment may have delivered:
 - Clarity around land use mix (in advance) – ‘go’ and ‘no go’ zones for mining
 - Planned service provision in key population centres in anticipation of industry development, rather than scattered effort
 - Coordinated environmental and social impact monitoring systems across all operations
 - Pooled funding to address indigenous population and employment issues
 - Focused and strategic social investment planning at a regional level



Applying our Learning

- Need to
 - Better understand community values and aspirations
 - Develop strategic interventions that provide fundamental advantage, essential to desired long-term outcomes
 - Involve stakeholders and marshal our community assets/capitals
 - Need to be more innovative and creative – think outside the square, rather than repeat the mistakes of the past

Let's imagine for a minute ...



Natural Capital

- Assessment of how we, the community, value our natural capital
 - Why are particular areas important to us?
 - Can particular values co-exist, and if so, how and where?



Economic capital



ART HAS THE ABILITY TO CREATE MOVEMENTS AND STIMULATE CREATIVE DIALOGUE.

LAND ART GENERATOR INITIATIVE

The art community has long taken a critical interest in the problems of energy use and production, which has helped to open the public eye to the severity of the problems facing us.

The time is now for artists to go further and take an active role in solving the problem through their own work.

The UAE Land Art Generator Initiative (LAGI) is a landmark initiative to bring together artists, architects, scientists, landscape architects, and engineers in a first of its kind collaboration. The goal of the Land Art Generator Initiative is to design and construct a series of land art installations across the UAE that uniquely combine aesthetics with clean energy generation. The LAGI viewing platforms will be tourist destinations that draw people from around the world to experience the beauty of the collaborative art creations here in the United Arab Emirates (Artsource, 2010).



Physical capital



- Strategic about where such capital is enhanced
- Placing a focus on:
 - function and short-falls of service planning and long-term systematic weaknesses/strengths in service provision



Human capital

- Key elements of best practice (*Local SME Participation in the Supply Chains of Australian Mining, Oil and Gas Companies* - Esteves et al, 2010). The key elements identified include:
 - A sound business case for optimising local small and medium enterprise participation
 - An understanding of the local market, and ensuring the local market has an understanding of the company's demand for goods and services and requirements for participation
 - Alignment between procurement strategy and the corporate community context, including commitments to specific target groups and benefits agreements with communities
 - An understanding of the barriers and gaps within the existing supply chain preventing local SME participation
 - Developing a local SME Participation Plan, including setting goals and targets
 - Alignment of systems and processes, including coordination; partnering with major contractors; tendering and selection; and reward systems
 - Development of suppliers
 - Initiatives to strengthen and diversify the economic base
 - Monitoring and evaluating impact
 - Local Procurement Plans
 - Supplier Linkages and Enterprise Development Centres



Social capital

- Working cooperatively, in partnership, to address relevant issues/impacts
- Focusing social investment in areas of regional and local community need
- Building resilient and sustainable communities
- Enhancing sense of community and quality of life
- Facilitating community and capacity development



The key role of the Social in SA...

- Developing the relationships and dialogue - drawing together activities and abilities (across disciplines, individual, groups, agencies, organisations)
- Improving understanding of community resilience and capacity to manage change
- Providing assistance in defining desired futures / options
- Developing alternatives and assessing implications (with stakeholder input)
- Aligning regional/community needs and social involvement and investment programs
- Evaluating and tracking outcomes of strategic choice



In closing...

- Strategic social assessment:
 - Provides a framework for good quality engagement and direction for impact assessment and enhancement at a regional and local level
 - Affords a broader (multidisciplinary) perspective and examination of the linkages between resources and people/communities to inform improved strategies and outcomes
 - Facilitates a positive process and dialogue around the 'future' (participative scoping) and develops potential for ownership of the 'way forward' to assist in managing change

