

International Conference Public Participation and Corporate Social Responsibility: *from why to how*

University of Strathclyde • Glasgow, UK
27th - 29th August 2008

Call for Contributions



International Association for Public Participation (UK and Ireland)

What is the Conference about?

Embedding public participation into successful corporate social responsibility (CSR) and policymaking activities

Local people are increasingly demanding greater accountability, transparency and influence in decisions that affect their lives. Engagement and participation of local people and communities in those decisions is widely recognised as an essential component for achieving this accountability and transparency.

Today, business, government and non-government organisations operate within a dynamic, complex and global arena, where trust, reputation and social responsibility are vital for successful policy design and implementation. The successful organisations of the future need to find the best way to engage with their public and stakeholders on the issues that matter to them. Success will be increasingly defined by how organisations can engage effectively and responsively with their stakeholders, including local communities, in ways that move beyond tokenism and achieve genuine dialogue and representation.

The International Association of Public Participation (IAP2) Conference is a unique opportunity providing a forum for communities, industry, government, NGOs, academics and key thinkers from around the world to explore the following questions:

- What structures and processes do we need to ensure greater accountability of business and industry?
- How can trust in organisations be built through participation and engagement?

- What innovative ways are there for organisations and government to engage with local people around contentious and divisive issues?
- What processes and techniques are needed to ensure that the most marginalised and excluded members of society are able to engage effectively in decision-making processes?
- How can business successfully involve the public in developing new products and processes?
- Where are we heading in this new interface of public participation and corporate and organisational responsibility?

Conference Themes

Day 1:

Definitions and Current Practice

– What do we mean by CSR?

- Effective and exciting ways of public engagement in corporate decision-making
- Ethical positions underpinning better public and business partnerships
- Do business, government, practitioners and the public share the same concepts of participation?

Day 2:

Different Perspectives and Challenges

– a Day of Case Studies and Questions

- Local excursions and international perspectives; government and governance
- Innovation, innovation, innovation
- How public participation benefits communities, business and society

Day 3:

A Brave New World – What Works?

What Next?

- Learning the lessons from Day 2
- Public participation – risk or opportunity?
- New frontiers between business and the public
- How to use the new media



Who will attend?

If these challenging issues are relevant to you, your community or your organisation then you need to come to Glasgow, Scotland, in August 2008 and engage with others to work out how we can take these issues forward by sharing experiences and ideas, through an interactive, participative and inclusive process.

This conference is for all those who are working in the fields of public participation, community engagement and corporate social responsibility around the world. Specifically, it will be of great interest to:

- Community engagement and public participation specialists in the public, private and not-for-profit sectors
- Community representatives
- Managers and commissioners of public participation processes
- Academics
- CSR practitioners from business and industry
- Campaigners and civic society
- Policy makers in the field of governance, participation and corporate accountability
- National and local government representatives
- Regulators

What will I get out of it?

By participating in this conference you will:

- Network with a wide range of people from communities, business, government and non-government organisations from the international arena
- Experience innovative and cutting edge participation processes

- Learn about the latest thinking and experience in public participation and community engagement through in-depth case studies and site visits
- Hear from international high profile speakers with different perspectives on public participation and corporate social responsibility
- Learn about key trends and developments from regulators and researchers
- Learn how to be better prepared to deal with key future challenges
- Deepen your knowledge of public participation processes and techniques
- Learn when and how to commission and carry out public participation and community engagement processes
- Learn about strategies and processes for engaging with diverse communities differentiated by age, gender, ethnicity and culture
- Have the opportunity to be trained in IAP2's internationally renowned Certificate Programme in Public Participation

Conference Style

The conference format will be designed to ensure that all delegates are part of an inclusive process of discussion, debate, sharing and reflection. The process will ensure a balance between presentations and more interactive group discussions through a range of workshops, case studies and events.

Where and When

The 2008 IAP2 International Conference will take place at the Barony Hall, University of Strathclyde, Glasgow, UK between 27th and 29th August 2008.

Following the conference there will be Study Tours on 30th and 31st August, Post-Conference Training from 30th August to 3rd September and the IAP2 Certificate Programme from 1st to 5th September 2008.

How you can participate

You are invited to submit proposals for sessions to be run during the conference from 27th to 29th August 2008 or for public participation training sessions in participation techniques from 30th August to 3rd September 2008.

Conference

Day 1 and Day 3

Presenters at the Conference will be asked to identify the theme which is the best fit for their proposal. You will be asked to identify a second choice of theme, as this will help us with the reviewing process.

Day 2 Case Studies

Case Study Presentation

These are of two kinds:

1. Cases local to Glasgow or Central Scotland for delegates to visit during the second day. This may be a full day or a site visit in the morning or afternoon.
2. National or international examples showing good practice, new ideas and measurable impact on the target audience. Case studies are welcome from the perspective of the client, commissioner or owner of the project, deliverer (public participation professional) and the presence of several participants or other stakeholders would be greatly appreciated.

Considerations in the Selection of Presentations

We hope that within each session there will be a choice for delegates of

- presenting and inclusive styles, and
- business, government, practitioner and community perspectives

We will be looking for a balance of experiences from a range of perspectives so that delegates can participate and learn. Similarly, we will encourage new thinking and innovative practice.

All sessions should cover lessons from experience, be linked to theory and address new or old approaches to change which are being used to help shift organisations onto a path which allows them clearly to hear and understand public views and feedback responses and impacts that their work has had.

Maximum Number of Proposals

Each person can be named as a contributor to a MAXIMUM of TWO proposals.

Language of the Conference

The general language of the Conference is English. No translation services will be available. All abstracts and proposal forms must be submitted in English.

Format of Presentations

There is a choice of five formats for the Conference: Paper, Poster, Round Table, Workshop and Case Study formats are intended for a single presentation by one person or a small group. The Case Study format is intended as a way of drilling down into the activity of field experience.

Paper

A paper is proposed and submitted by one person. Up to THREE co-authors can be named.

- The proposer must indicate who will be presenting the paper. All those attending must register for the Conference.
- The proposer is responsible for communicating with any co-authors and with the IAP2 Conference Office about the proposal.

- The timing is normally 15-20 minutes for presentation, then 5-10 minutes for questions from the audience.
- Where possible, the IAP2 Conference Office will schedule the paper with two others on a similar theme within a 90-minute session.
- The IAP2 Conference Office will allocate a chairperson to help with timing and discussion.

Poster

- A poster (suited to the display of graphical images) is proposed and submitted by one person. Up to THREE co-authors can be named.
- The proposer must indicate who will be presenting the poster. All those attending must register for the Conference.
- The proposer is responsible for communicating with any co-authors and with the IAP2 Conference Office about the proposal.
- Posters will be scheduled separately.
- On acceptance of the proposal, information will be provided by the IAP2 Conference Office on the size of the display and how to mount it.

Workshop

Research and Methods

Illustrations

- A workshop focuses on a methodological topic or research and may involve practical activity. It is proposed and submitted by one person. Up to FIVE other people can be named as co-authors in the proposal.
- The proposer must indicate on the Proposal Form which of the named authors will be presenting the workshop. All those attending must register for the Conference.
- The proposer is responsible for communicating with any co-authors and with the IAP2 Conference Office about the proposal.

- Normally one hour is scheduled for the workshop and the session is managed by the presenters.

Round Table

- A round table usually involves three or four short, linked contributions. It is proposed and submitted by one person. Up to FIVE other people can be named as co-authors in the proposal.
- The proposer must indicate on the Proposal Form which of the named authors will be contributing. All of those attending must register for the Conference.
- The proposer is responsible for communicating with any co-authors and with the IAP2 Conference Office about the proposal.
- Normally one hour is scheduled to enable each contributor to speak for 5-10 minutes, followed by discussion. Sometimes most of the time is given over to discussion. Exceptionally, 90 minutes will be allowed.
- The session is managed by the contributors.

Case Study Principles

When developing the case study, the following principles should be kept in mind:

- The scenario or 'story' is seen as relevant by the participants to their profession, their culture, etc.
- The scenario is relatively simple, but believable, and contains a 'richness' of issues.
- The background is easily grasped and quickly understood.
- The story is one that triggers feelings as well as thoughts and actions.
- The case study must demonstrate successful outcome(s).



Please send one copy only of your proposal by e-mail to **diane.coyle@strath.ac.uk** by the submission deadline of 9th April 2008. No late proposals will be considered. An electronic version of the Abstract Form on which all proposals should be submitted is enclosed (see final page).

We look forward to receiving your submission for the IAP2 Glasgow Conference and to welcoming you to IAP2 and the University of Strathclyde.

Post-Conference Public Participation Training

PP training will be offered immediately after the conference in two forms:

1. IAP2 Certificate Training (1st – 5th September)
2. Private Public Participation Training (30th August – 3rd September) (including a variety of training in public participation techniques and principles outwith the IAP2 Certificate Course)

The Conference Steering Group seeks proposals for post-conference training for the 2008 event. Proposed courses should be directed at imparting the knowledge and skills used in public participation for a variety of experience levels.

Training proposals should include the following information:

- Name, title and contact information (phone, fax and e-mail) of all trainers
- Proposed course title and proposed length (half-day, full-day or two-day)
- Brief course description (50 words) to be used in conference brochure and other marketing materials
- Proposed course outline/agenda
- Desired class size, including minimum and maximum sizes that would work based on your proposed training design
- Key messages/learning that the

- proposed course is designed to impart
- An explanation of how this course would be useful to conference attendees/IAP2's international membership
- Training availability dates (30th August - 3rd September) – which of those days training could be scheduled and which day would be preferred
- Names and contact information (phone and e-mail) for three references who are familiar with the trainer's delivery of the proposed training material
- Brief trainer biographies (50 words for each trainer)

Please submit the required information in a Word document and attach it to an e-mail addressed to:

diane.coyle@strath.ac.uk, with "August 2008 post-conference training proposal" in the subject line.

The schedule for approval of training proposals for the August 2008 International Conference is as follows:

- Deadline for Training Proposals
April 9th, 2008
- Notification of Trainers
May 7th, 2008
- Contracts with Trainers
May 30th, 2008
- Early Bird Registration Deadline
May 29th, 2008
- Final registration
June 27th, 2008
- Final Decisions on Training Schedules
June 20th, 2008
(based on actual registrations to date)

For a copy of the draft contract that will be used for 1st – 3rd September 2008 Training, contact **diane.coyle@strath.ac.uk** in Glasgow IAP2 office.

Tier II Professional Training

Background: IAP2 has designed and delivered the IAP2 Certificate Programme for several years for beginning to advanced-intermediate practitioners. The three modules are Planning for Effective Public Participation (2 days), Communications for Effective Public Participation (1 day), and Techniques for Effective Public Participation (2 days). Over 2,500 people have taken at least one module. Participants who successfully complete all three modules receive a Certificate of Completion for the IAP2 Certificate Programme. (See www.iap2.org or contact IAP2 staff at 1-800-644-4273 for more information.) These courses are considered Tier I courses.

Tier II Courses:

IAP2 launched this programme in 2003 to provide high-quality training covering content beyond the Certificate Programme. The courses have been carefully reviewed by IAP2's Training Committee to assure that the content is consistent with and complementary to the IAP2 Certificate Program and appropriate for graduates of that programme.

Tier II courses are expected to offer more in-depth training in skills and techniques introduced in the Certificate courses and related material, including but not limited to dialogue, facilitation, comment management, content analysis, risk communication, conflict management, diversity and inclusiveness, and evaluation. Courses focused on imparting skills in specific techniques are also encouraged.

Ideally, course developers would have attended the Certificate Programme; minimally, they must have been active members of IAP2 for at least three years.

The burden of responsibility for demonstrating that a course is consistent with and complementary to the IAP2 Certificate Programme lies with the trainer.

If you would like your course proposal to be considered for endorsement as a Tier II course, include the following additional items with your pre-conference training proposal:

- An explanation of how the course addresses key concepts covered in the Certificate Programme
- An explanation of how the course would complement the material covered in the Certificate Programme
- An explanation of why people who have completed the Certificate Programme might find this particular training to be useful in their ongoing professional development

Designation as an IAP2 Tier II Course involves the following steps:

1. Course developers submit applications providing the additional information noted above
2. IAP2 Training Committee reviews submitted materials
3. If selected for consideration, the course is designated a "Proposed for Endorsement as a Tier II Course" in conference materials
4. A representative of the IAP2 Training Committee audits and evaluates the course
5. IAP2 Training Committee makes a decision and notifies the course developer

If the course is endorsed as an IAP2 Tier II Course, the course developer is granted permission by IAP2 to market the course with that endorsement at IAP2 Conferences and in other venues, subject to the terms and conditions of the Tier II agreement.



About IAP2

IAP2 is an association of members who seek to promote and improve the practice of public participation in relation to individuals, governments, institutions and other entities that affect the public interest in nations throughout the world. IAP2 carries out its mission by organising and conducting activities to:

- serve the learning needs of members through events, publications and communication technology
- advocate for public participation throughout the world
- promote a results-oriented research agenda and use research to support educational and advocacy goals
- provide technical assistance to improve public participation

Conference:

Important Dates

- **9th April 2008**
Strict deadline for the completion of online proposals (both presentations and training)
- **by 7th May 2008**
The Conference Office will let you know if your proposal has been successful or not
- **by 29th May 2008**
Online registration and full payment of 'Early Bird' registration fee to be received at the Conference Office
- **by 27th June 2008**
Final deadline for online registration and full payment of registration fee to be received at the Conference Office
- **by 28th July 2008**
Full Conference programme will be mounted on the website

If you have any problems accessing the proposal submission form, please email the Conference administrator:
diane.coyle@strath.ac.uk

- * Please use the electronic submission form in the link below when sending us your proposal

Call for contributions electronic submission form

An electronic version of Submission Form can be found at
www.strath.ac.uk/Departments/CADISPA/conf/papers.html

The submission form on the following pages can be printed off and mailed or faxed.

Please mail or fax to: **Diane Coyle, PDU, University of Strathclyde,
76 Southbrae Drive, Glasgow G13 1PP.
Fax: 44 (0)141 950 3210**





Call for contributions submission form

Public Participation and Corporate Social Responsibility: *from why to how*

Your contact details

Please note the following details will be used as your correspondence address. Please inform the Conference Office by email if you cannot be contacted at that address during the summer.

Title (Mr, Mrs, Ms, Dr, Prof): First name

Family Name/Surname:

Name of Organisation:

Address of Organisation:

Postcode:

Country:

Email:

Telephone:

Fax:

Will you be attending the conference? Yes No

Will you be presenting? Yes No

Contact details for other contributors

Only names listed here will appear against the proposal in the final programme

Title (Mr, Mrs, Ms, Dr, Prof): First name

Family Name/Surname:

Name of Institution:

Email:

Will this person be attending the conference? Yes No

Will this person be presenting? Yes No

Title (Mr, Mrs, Ms, Dr, Prof): First name

Family Name/Surname:

Name of Institution:

Email:

Will this person be attending the conference? Yes No

Will this person be presenting? Yes No



Title (Mr, Mrs, Ms, Dr, Prof): First name
Family Name/Surname:
Name of Institution:
Email:

Will you be attending the conference? Yes No

Will you be presenting? Yes No

Title (Mr, Mrs, Ms, Dr, Prof): First name
Family Name/Surname:
Name of Institution:
Email:

Will you be attending the conference? Yes No

Will you be presenting? Yes No

Title (Mr, Mrs, Ms, Dr, Prof): First name
Family Name/Surname:
Name of Institution:
Email:

Will you be attending the conference? Yes No

Will you be presenting? Yes No

Details of your contribution

Title of Contribution (use title case)

Abstract (300 words)



Brief biography on your work in CSR and/or public participation (no more than 150 words)

About your contributon

Which theme does it fit?

Definitions and current practice

Different perspectives and challenges

A brave new world: what works: what next?

Type of Presentation you are willing to make

Paper

Interactive workshop

Panel discussion

Poster

Case study

Something else

Audio Visual requirements

Overhead Projector Yes No

Computer Project Yes No

Other

NB: Equipment requirements must be specified here. We cannot provide equipment requested at a later date.

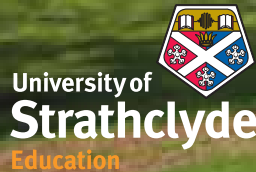
If your presentation is accepted the expectation is that a copy of the full presentation will be submitted to the conference administrator by 1st August



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