



COUNCIL ON CORPORATE ABORIGINAL RELATIONS (CCAR)



Final Agenda

The Evolving and Increasing Importance of Communications and Social Media for Corporate–Aboriginal Relations

MAY 15–16, 2018 • NORTH VANCOUVER, BC

Meeting Location: Pinnacle Hotel at the Pier (138 Victory Ship Way, North Vancouver, BC)
Accommodations: Pinnacle Hotel at the Pier. (138 Victory Ship Way, North Vancouver, BC)
Dinner Location: Gusto Di Quattro (1 Lonsdale Ave, North Vancouver, BC)

Contacts: Stefan Fournier: stefan.fournier@conferenceboard.ca, 613-526-3090 x449
Bev Hinterhoeller: hinterhoeller@conferenceboard.ca, 613-526-3090 x332

Meeting objectives:

1. Discuss strategic engagement and communications through the current context, issues, practices and relationships in British Columbia.
2. Examine the increasing use of various social media tools and how they affect communications surrounding corporate–Indigenous relations.
3. Identify how new forms of communication practices, including social media practices, impact public perception.
4. Receive our customary legal update on recent developments within the field of Aboriginal law.

Tuesday, May 15, 2018

The Pinnacle Hotel at the Pier – Pinnacle Two

08:00 – 08:30 Networking Breakfast (Continental)

The Pinnacle Hotel at the Pier – Pinnacle Three

08:30 – 08:45 Opening Prayer

Latash (Maurice) Nahanee
Elder
Squamish Nation

08:45 – 09:00 Welcome Remarks and Introductions

Stefan Fournier
Associate Director, Northern and Aboriginal Policy
The Conference Board of Canada

09:00 – 09:45 Facilitated Group Discussion

Facilitated by Stefan Fournier and the Advisory Committee Members of the Council on Corporate Aboriginal Relations

This session will involve a short introduction to set the context and background for the meeting, followed by a facilitated discussion that will address a series of topics and questions that will resurface throughout the meeting as a whole. The main objective of the session is to allow participants to table the things they would like to learn about over the course of the ensuing sessions.

Potential Discussion Questions:

*** What are some of the things we would like to learn about over the course of this meeting?*

1. Does your organization (be it public, Indigenous or private) have explicit communication and engagement strategies and/or practices in working with other key groups and organizations around corporate-Indigenous relations? In general terms, how have these strategies and practices evolved in recent years (and why)?
2. How important do you feel social media is to corporate-Indigenous relations? Does your organization use social media? If so, for what purposes (as part of its engagement, community and stakeholder outreach, information dissemination, crisis management, other)?
3. How important is mainstream media to corporate-Indigenous relations? In what ways has the media helped or hindered your organization and its objectives?

09:45 – 10:00 Networking Break

10:00 – 11:00

Indigenous Relations in British Columbia: The Importance of a Progressive, Inclusive and Collaborative Governance Process

Laurel Nash

Assistant Deputy Minister, Strategic Partnerships and Initiatives Division,
Ministry of Indigenous Relations and Reconciliation
Government of British Columbia

Laurel will speak to the current perspectives, mandates and policies of the government of British Columbia regarding corporate-Aboriginal relations. She will highlight some of the best practices and progressive approaches that BC's Ministry of Indigenous Relations and Reconciliation has adopted as it moves forward with implementing *UNDRIP* and its Reconciliation Agenda, in addition to addressing key issues surrounding natural resource development in the province.

11:00 – 11:15

Networking Break

11:15 – 12:15

Social Media and Corporate-Indigenous Relations: Challenges and Best Practices for Industry

Michael Fox

Co-Chair, Aboriginal Affairs Committee
Prospectors and Developers Association of Canada

Brenda Goehring

Manager, Indigenous Employment, Business Development and Communications
BC Hydro

In this presentation, participants will learn about the challenges and opportunities associated with the use of social media surrounding the extractive and hydro-electric sectors. Through concrete examples, Michael will discuss the positive and negative implications associated with the increasing use of social media for relationships between industry organizations and Indigenous communities. He will share his insights on how the benefits associated with contemporary social media can be maximised to build trust and credibility. Conversely, he will also explain how these same tools can lead to disinformation, mistrust and unintended consequences when improperly used. For her part, Brenda will talk about BC Hydro's current approach to social media. She will highlight how BC Hydro has worked to understand the preferences and usage of social media within Indigenous communities, and how the organization has tailored its usage accordingly. She will also explain how communities are encouraged to share their own perspectives about BC Hydro's projects as well as their experiences with the organization. Finally, she will describe how a storytelling format has benefitted the organization's relationships with communities and its overall engagement outcomes.

The Pinnacle Hotel at the Pier – Pinnacle Two

12:15 – 13:15

Networking Lunch

The Pinnacle Hotel at the Pier – Pinnacle Three

13:15 – 14:15 **First Nations and Contemporary Issues Surrounding Communications and Social Media**

Niilo Edwards

Executive Director
First Nations Major Projects Coalition

In this presentation, participants will hear about the communications and engagement practices of the First Nations Major Projects Coalition (MPC). Niilo will discuss the mandate, objectives and work of the MPC, and the social media tools that it uses to support this work. He will also discuss key areas where the MPC could benefit from a more comprehensive and robust approach to social media, and explain why this would contribute to enhancing its work with members, proponents and governments alike.

14:15 – 14:30 **Networking Break**

14:30 – 15:30 **Social Licensing in Major Resource Development Projects: Corporate–Indigenous Relations, Indigenous Rights, and Responsible Resource Development in Canada**

Siomonn Pulla

Associate Professor and Program Head, Interdisciplinary Studies
Royal Roads University

The objectives of this Social Sciences and Humanities Research Council of Canada (SSHRC) funded research are to gain insights from key decision-makers and stakeholders across sectors (government, corporate, Indigenous communities, and NGO) and across jurisdictions (local, provincial, federal, global) on the role of ‘social licensing’ in Indigenous engagement processes in the natural resource sector in Canada. Siomonn will be addressing the following question: how do sectors and jurisdictions collectively understand the term “Social Licence to Operate” (SLO) as it relates to Indigenous engagement and major resource development?

15:30 – 15:45 **Networking Break**

15:45 – 16:15 **Facilitated Group Discussion**

This facilitated discussion will offer participants an opportunity to revisit some of the main themes of the day, and to dig deeper into the topics based on what they have learned. It will also provide an opportunity to address the questions listed at the outset of the meeting agenda, with the intent of ensuring participants have an opportunity to learn from one another and share a bit about their own expertise, practices and insights.

16:15 **Meeting Adjourns**

16:30 – 18:15 **Special Event: Capilano Suspension Bridge Park**

For those interested in joining us for a trip to the Capilano Suspension Bridge and Park, please meet us in the hotel lobby at 16:30 so we can travel there together. At the park we will receive a historical tour which provides an interactive synopsis of the colourful past including the endeavours of past owners, the involvement of local First Nations in our past and present, and information about the bridge itself. There will also be a nature tour which introduces the ecology of the West Coast Rainforest, teaching us about the flora and fauna of this unique ecosystem.

Gusto di Quattro (1 Lonsdale Ave, North Vancouver)

18:30 **Networking Dinner (Sponsored)**

Wednesday, May 16, 2018

The Pinnacle Hotel at the Pier – Pinnacle Two

08:00 – 08:30 Networking Breakfast (Hot Breakfast)

The Pinnacle Hotel at the Pier – Pinnacle Three

08:30 – 09:30 Ironclad and NationFUEL – A Journey in Building Indigenous Partnerships

Dale Tsuruda

Chairman and Chief Executive Officer
Ironclad Logistics Group

In 2016, Ironclad launched NationFUEL – an initiative that is aimed at assisting and promoting First Nation communities so that they can develop their own commercial fueling operations and gas stations in their ancestral territories. Dale will talk about how the communications and engagement practices he uses at both Ironclad and NationFUEL have gone from concept to reality. He will also share his perspectives surrounding communications and engagement as they have evolved through his work as CEO of Ironclad, a 100% Indigenous-owned organization.

09:30 – 10:00 Networking Break

10:00 – 11:00 Legal Update and Developments in Indigenous Law

Saul Joseph

Associate
Miller Thomson

Saul will provide the Council's customary legal update. He will discuss current court cases and legal developments that are shaping the future of Indigenous relations in Canada.

11:00 – 11:45 Facilitated Group Discussion

This facilitated discussion will offer participants an opportunity to revisit some of the main themes of the day, and to dig deeper into the topics based on what they have learned. It will also provide an opportunity to address the questions listed at the outset of the meeting agenda, with the intent of ensuring participants have an opportunity to learn from one another and share a bit about their own expertise, practices and insights.

11:45 – 12:00 Closing Remarks

Stefan Fournier

Associate Director, Northern and Aboriginal Policy
The Conference Board of Canada

12:00 Meeting Adjourns