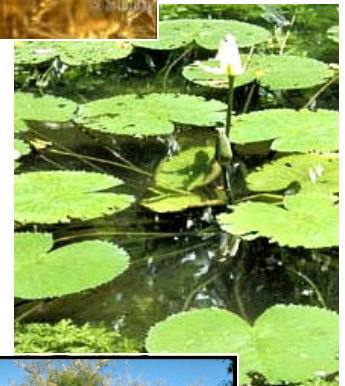




Communication for Environmental Assessment



IAIA Conference 2004

*Session: Stakeholder Involvement and Risk
Management*

Vancouver, April 26



Strategic Communication for Impact Assessment

The Herald

HARARE, SATURDAY JULY 1995

Villagers resist \$250m project

GURUVE villagers in Nyangavi and Mupfurutsa communal lands are resisting the construction of a \$250 million German-funded irrigation scheme and have threatened to beat up anyone who visits their area in connection with the project.

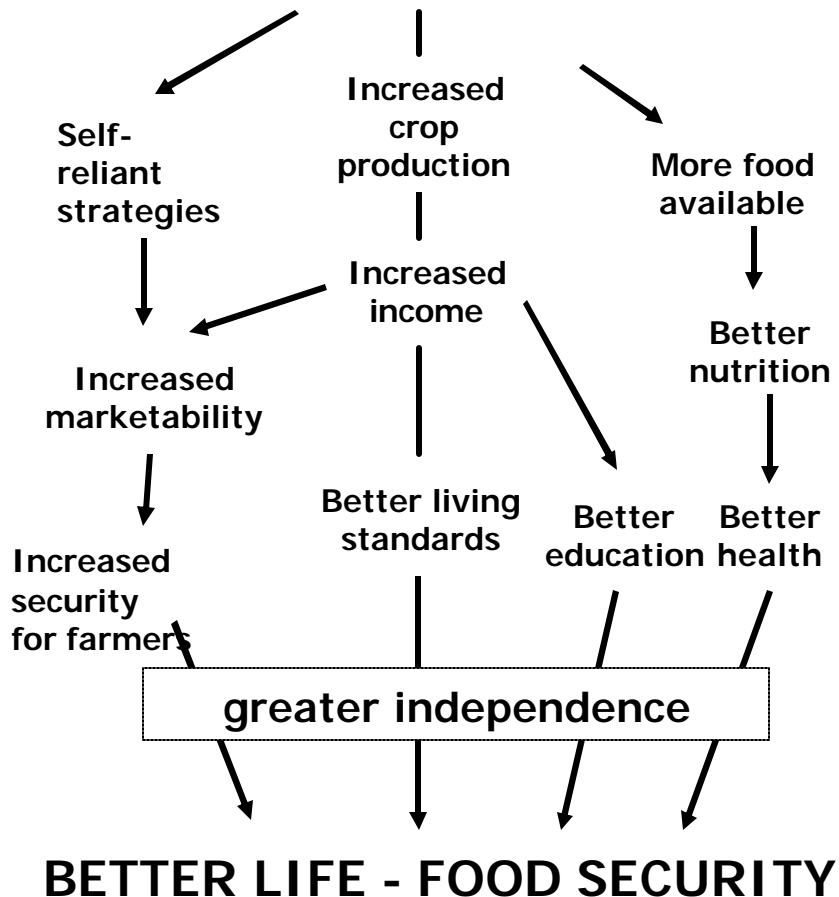
Gurube district Agritex officer, Mr Francis Mashayamombe, said in an interview that the villagers had refused to entertain any negotiations and have also barred Agritex officers from entering their territory.

He said they started resisting the project soon after a survey on how best it could be implemented had been completed claiming that it had been imposed on them since they had not been consulted.

Mr Mashayamombe, however, described the move by the villagers as unfortunate and said that if they continued with their stance, the project would be transferred to another district. — ZIS.

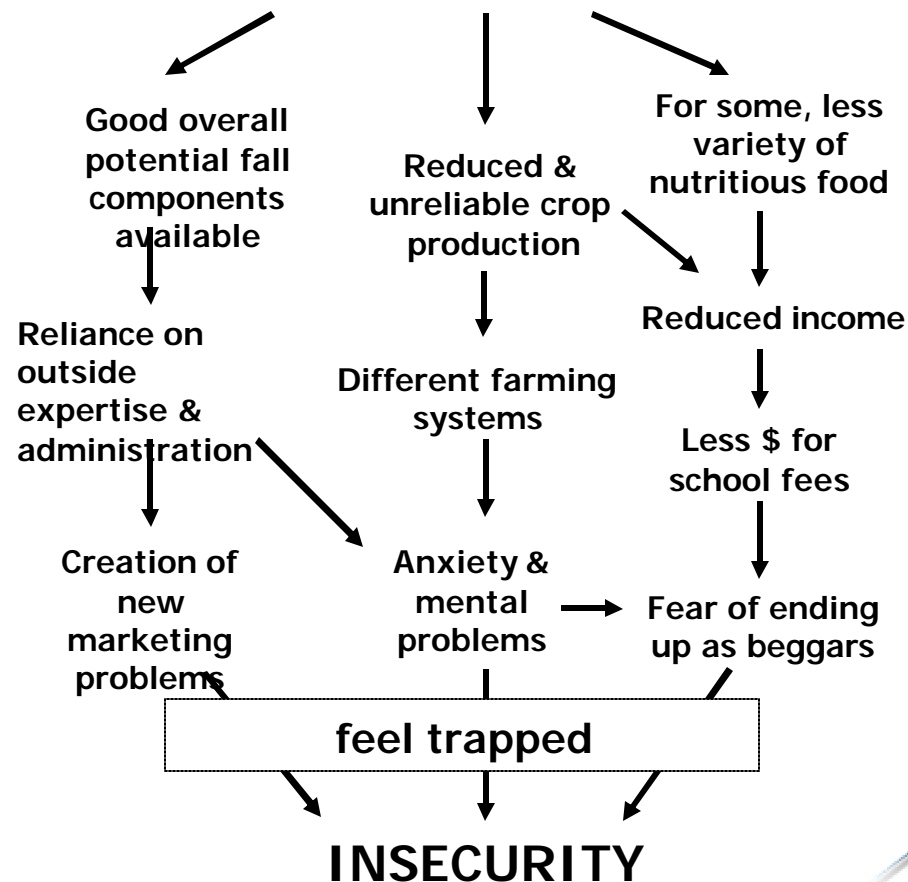
Perception of Ministry

IRRIGATION SCHEME



Perception of Farmers

IRRIGATION SCHEME



Communication and EIA: marriage of circumstances?

Evolving Communication

From Public relations to
Participatory Development
Communication

The Public face of EIA

Hystorical linkages between
EIA and Public
Participation (two major
social trends of the late
60s)

Present State of IA: what have we learned so far?

Importance of process

Social dimension is growing, often becoming the driver

Movement towards increased efficiency

Linkages with SEAs and EMSs

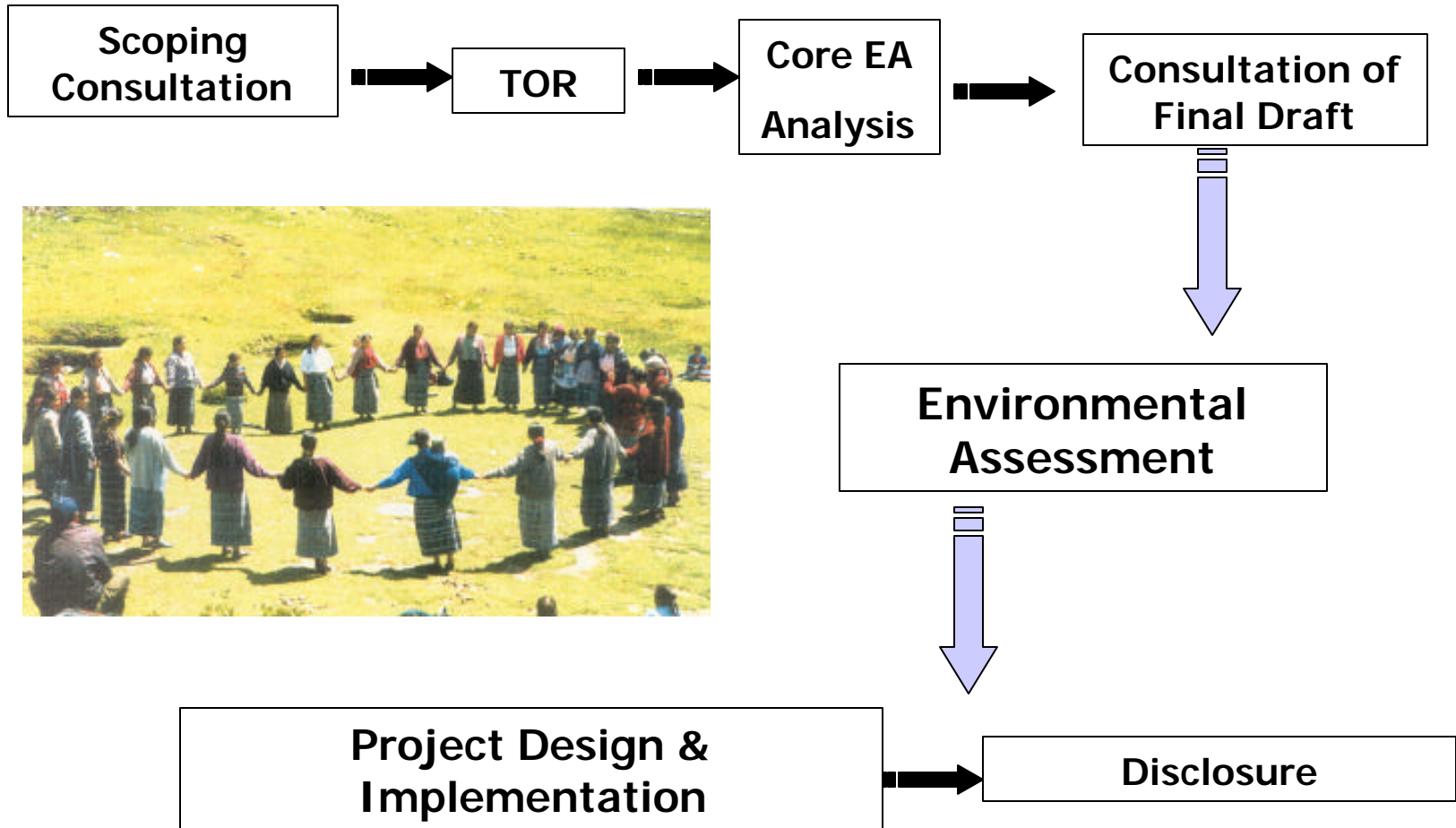
Main challenges

Make EIA more prominent tool, especially in developing countries

Enhance the quality, relevance and efficiency of EIA in the decision making process

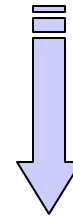
Improve acceptability of its outcomes

The EIA Cycle (based on WB OP 4.01)



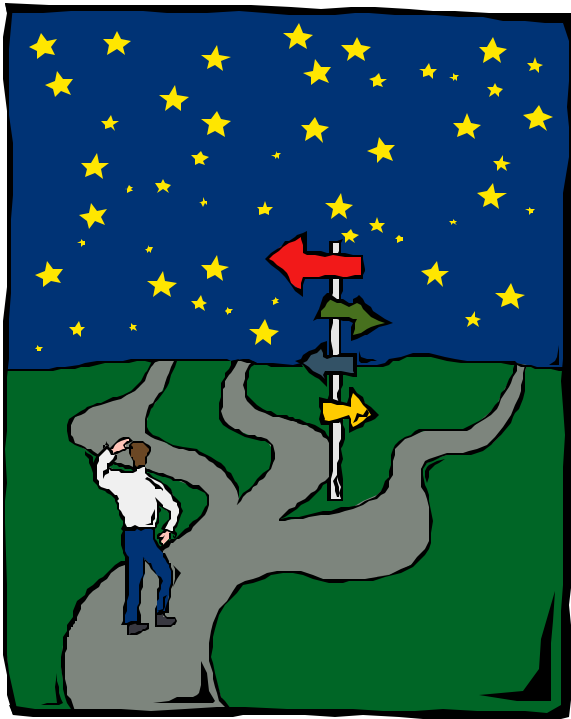
Scoping

Preliminary stakeholders
analysis and segmentation



Understanding of:

- WHO is affected and HOW,
- WHAT are their concerns, expectations and perceptions,
- WHICH participatory process required in the IA



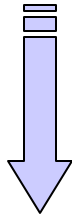
Core analysis

Environmental and risk awareness

Ranking of Key Issues

Communication environment

Level of trust



More realistic analysis

Info for comm. strategy
development



Consultation on Final Draft

1. Choice of consultative process
2. Preparedness of participants
3. Presentation quality
4. Feedback mechanisms

1. Consultative process

No “one size fits all”

Case 1: Hungary, WB Energy and Environment project: “electronic public meeting” through a closed-circuit TV program

Case 2: Buthan, E7 Rural Electrification CDM, meetings through school teachers



2. Participants' Preparedness

Notice – through which means affected stakeholders can be reached?

Tailored information packages
both format and substance

Provide sufficient time
for “digestion”

3. Presentation quality

Agenda setting

Language

Space for discussion



4. feedbacks

Feedbacks on the consultation process

Building continuous dialogue program and mechanisms

Case study: Laos, IA Training, questionnaires revealed poor appreciation of the process. Format was reshaped and consultation repeated.

Silence is a “bad sign”

Dissemination strategy

Disseminating results

Maintaining the participatory momentum

Specific communication strategies to ensure implementation and participatory monitoring of EMP

Project Comm. Strategy



Thank You!

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