



**iap<sup>2</sup>** international association  
for public participation

# Our Future, Part 2

Building a better organisation together

Dear IAP2 Members,

Members have told us that you want IAP2 to develop and promote best practices and advocate for engagement. You want an organisation that champions for meaningful and credible engagement from leaders and governments.

We're creating this.

The IAP2 Federation Board launched a process of re-design to help us articulate and create the organisation we want to be...

*a sustainable and dynamic international association for engagement professionals.*

We're now engaging members on proposed changes and recommendations to ensure we focus on advocating for and growing engagement around the world – in new regions as well as on new tools, techniques and technologies.

Better international connections and better sharing of lessons learned across the IAP2 global community are also proposed. And training will be developed and delivered anywhere around the world – with an international committee tasked with ensuring training quality and consistency.

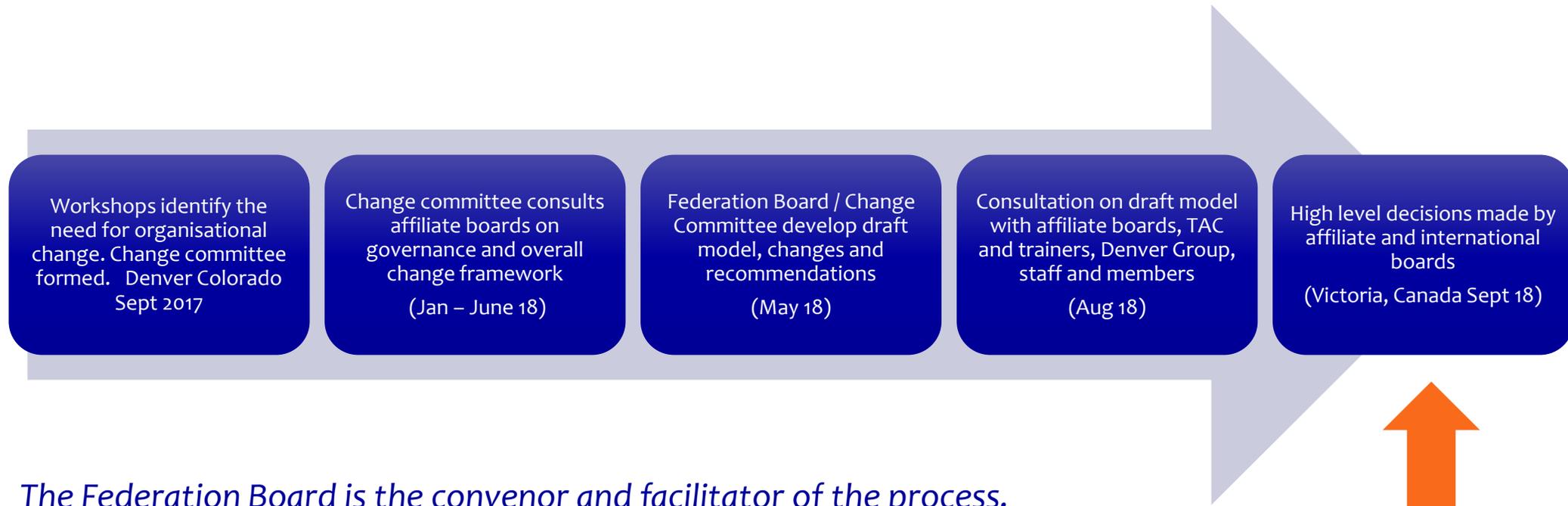
*I'm really excited about our IAP2 future.  
It's now time for YOU to get involved!*



# Update

**Message from Kylie Cochrane  
IAP2 International Chair**

# Change process – Sept 2017 through Sept 2018



*The Federation Board is the convenor and facilitator of the process. Over the next 12 months we will consider and implement the detail of these recommendations.*

Overview of timeline

# A New Governance Model

## *Strong international and strong regions*

- Recommendation 1  IAP2 adopts new language to describe Our future organisational model ie we use International to describe the global overarching body and we use regions to describe the country or regional bodies
- Recommendation 2  IAP2 has a strong international and strong regional organisational structure that can deliver that vision and work to advance the practice of P2/ engagement around the world
- Recommendation 3  International serves as the body for collaboration among the regions, joint efforts that advocate for the profession and best practices for public participation/ engagement in international settings
- Recommendation 4  Regions focus on supporting all members, promoting the practice, country-specific advocacy, IAP2 trainings, and their own training offerings
- Recommendation 5  The definition of IAP2 regions will be flexible. A region can be geographical ie a country or series of countries or sections of countries. Regions can also be non geographical ie based on language, culture or other identifier

# Advocacy

## Advocating for P2/ engagement

- Recommendation 1  International will develop a global advocacy strategy for P2/ engagement. This will be done in collaboration with regions and could include;
- Global ambassadors
  - Collaborative relationships, i.e. UN, IAIA
  - Global conference(s)
  - Development of a better practice guide
  - Delegating the lead of particular initiatives to a specific region(s)
- Recommendation 2  International will lead or delegate to regions research with key partners including
- Annual state of P2 globally
  - Review value of Journal of Public Deliberation
- Recommendation 3  Regions will develop and implement local advocacy strategies, **which may include research** aligned with the global strategy

# Emerging practice

## *Supporting emerging regions and evolving practice*

- Recommendation 1 ● International will support identified opportunities to grow P2/ engagement in new/ emerging geographies
- Recommendation 2 ● Regions will support/act as mentors to emerging geographies
- Recommendation 3 ● International **will work with regions and partners to** develop guidelines / analytical framework that will help to identify and nurture emerging practice tools, techniques and technologies
- Recommendation 4 ● International will work with affiliates **regions** and partners to develop and implement research activities that advance the practice of P2/ engagement
- Recommendation 5 ● Where and when relevant/ efficient, International will delegate authority to individual and/ or multiple regions for evolving practice development and/ or initiatives
- Recommendation 6 ● International will work with regions to ensure evolving practice efforts are supported through mentoring and dedicated IAP2 liaison persons (by initiative and/ or by region)
- Recommendation 7 ● International will work with regions to explore the development of a Core Value Award related to ‘pushing the boundaries/ evolving practice’

# Member value

## Members belong to IAP2

- Recommendation 2 ● All IAP2 members **automatically** enjoy **international** benefits. of membership at both the international and regional level
- Recommendation 1 ● IAP2 members can join **the region(s) of their choice**. multiple regions and the nearest region- will support members in geographies where there is not currently a substantial IAP2 presence
- Recommendation 3 ● Members will be engaged at both the international and regional level. A communication protocol will be developed to ensure member engagement by international and regions will be better coordinated
- Recommendation 4 ● International and regions will work towards ~~one~~ **a unified** membership database
- Recommendation 5 ● International will support members at a global level with initiatives and activities for the benefit of all members (e.g., global conference, research, advocacy, communities of practice). Where appropriate the lead of a particular member initiative may be delegated to a specific and/ or multiple region(s)
- Recommendation 6 ● Regions will continue to support members **and the community** with **activities such as**, training, local advocacy and events
- Recommendation 7 ● Regions will ~~support international~~ collaborate on global initiatives for the benefit of all ~~members worldwide~~ **the practice**.

# Brand

## *Everyone is a custodian of the IAP2 brand*

- Recommendation 1  International role is to protect the brand with appreciation and allowance for regional nuances. Regions are the shared custodians and support the integrity of the brand
- Recommendation 2  International will work with regions to revisit **evolve** the IAP2 narrative and brand. This will include;
- Developing the ‘why’ behind IAP2 (not just the logo, colours, etc.)
  - Considering the branding work and process conducted in AUS, CAN, and US regions
  - **Conduct a brand** analysing positioning in the international P2 space
- Recommendation 3  Coordinate international and regional efforts to ensure an organized and seamless brand experience (timing, content, brand, website etc)

# Professional Development and Training

## *More inclusive training and a more flexible training framework*

- Recommendation 2  Training is managed **administered** by regions with licences fees going to the region where training is held
- Recommendation 1  Trainers will be licensed by international however regions will administer and market regionally sponsored training. Regions will **choose** their training model. (ie use the managed model or entrepreneurial model, or a blend of both)
- Recommendation 3  Training **Innovative products** may be developed by international and/ or any region – and all training will be available to international and all **of** IAP2 regions
- Recommendation 4 ~~All new courses will be reviewed and authorised by an IAP2 international training governance body before release in order to ensure consistency, quality and alignment with IAP2 philosophy~~
- Recommendation 5 ~~The IAP2 international training governance body will also establish and oversee, in collaboration with new/ emerging regions, an analytical process that looks at how IAP2 training materials need to be modified in order to ensure relevance to new/ emerging regions~~

# Professional Development and Training continued

## *More inclusive training and a more flexible training framework*

Recommendation 4  All regions will work together towards an innovative global learning and professional development framework using all IAP2 products as the starting point.

Recommendation 5  A global training governance body will develop and maintain the global learning and professional development framework.

The governance body may:

- license trainers and training products based on global standards
- set quality assurance standards and facilitate a performance management approach to training
- establish criteria and core competencies for trainers
- develop and implement a transparent dispute resolution process.

# Professional Development and Training continued

## *More inclusive training and a more flexible training framework*

Recommendation 6 International will work with the regions and the international training governance body to

- set standards and facilitate a performance management approach to training quality
- establish criteria and core competencies for candidate trainers
- develop and implement a transparent grievance process

Recommendation 6  The Training Advisory Committee (TAC) or some refined version **A collaboration of Trainers** will support networking, support and continuous improvement of the entire IAP2 training program and for **include** all trainers globally

Recommendation 8 International will develop and maintain high-level guidelines and a training evaluation framework for IAP2-branded training products

Recommendation 7  Regions will administer the international **global** evaluation process to accumulate **collect**, analyse and report **data** on training performance and feed results to international **the global governance body**

Recommendation 8  Regions will develop **collaborate on** a multi-year year **professional development** and training development strategy. and share this with other regions and international to ensure training collaboration and efficiencies

# Standards of practice

## *Develop a ~~n-international~~ global quality engagement competency framework*

- Recommendation 1  International together with the regions will establish, promote and maintain a ~~international~~ global quality standard engagement competency framework for practitioners
- Recommendation 2  International will maintain contact information of certified professionals and list them on the IAP2 international website
- Recommendation 3  International together with the regions will establish a process and tools (~~checklist or assessment framework~~) to certify engagement processes, practice and systems around the world

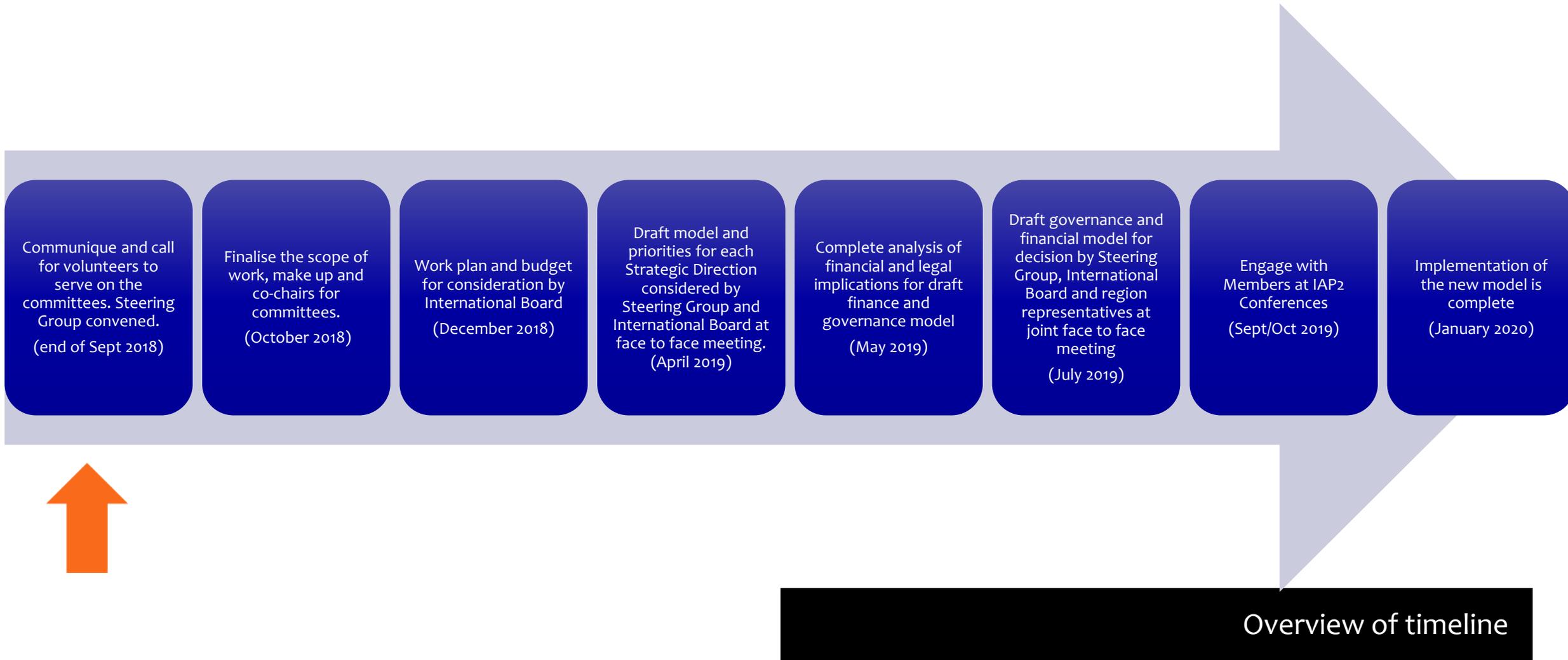
## Resolution

*The IAP2 International Board accepts with appreciation the Strategic Directions and recommendations of the Change Committee, as amended and endorse by the Regional representatives, and thanks the Change Committee for their dedication and hard work over the past 12 months.*

*September 10, 2018  
Victoria, BC Canada*



# Change process – Sept 2018 to January 2020



# Where we are going next

## *Your role in the change process*

We are asking for volunteers - IAP2 members, trainers and staff to work on committees, to get involved in workshops and help us continue the journey through the change process.

Does this interest you? Would you like to be actively involved in IAP2's change process?

If yes, please contact Kylie Cochrane or the team leads of the committees.

