

What does Social License mean to you?

What does a sustainable and responsible business look like to you? How can we create a thriving economy while staying true to our values? I always want to hear your ideas, questions, and comments on this or any other issue.



Social License Score Card

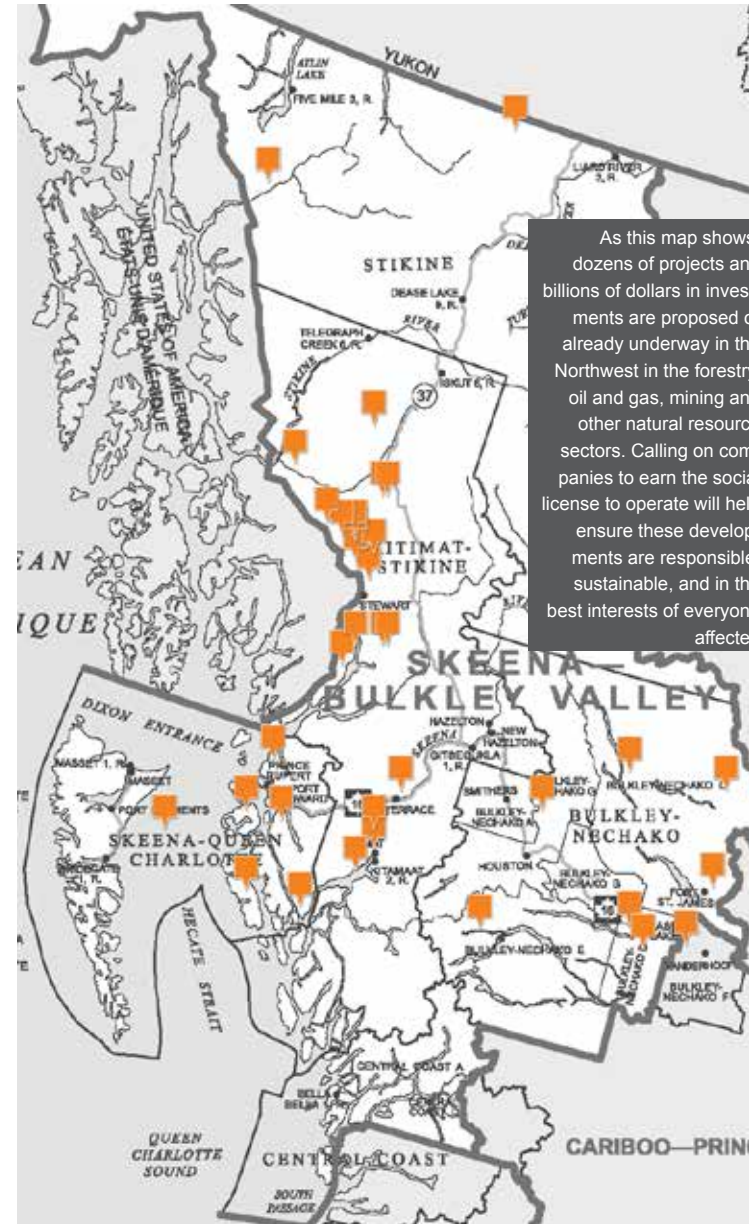
It's important for companies and projects that operate near our homes and communities to be responsible and sustainable. The **Social License Score Card** helps us measure how well they stack up. From the local coffee shop to major resource development projects, **how do you rank the companies and projects in your community?**

- Go Local** 1 - 2 - 3 - 4 - 5
Offering training and jobs to the local workforce first, and keeping jobs in the area by adding value to natural resources
- Environment** 1 - 2 - 3 - 4 - 5
Protecting our land, air and water, and being accountable
- Accountability** 1 - 2 - 3 - 4 - 5
Having a good track record of protecting communities and the environment, and living up to promises made
- First Nations** 1 - 2 - 3 - 4 - 5
Holding meaningful consultations and respecting the rights of First Nations land, title and traditional uses
- Long Term Legacy** 1 - 2 - 3 - 4 - 5
Seeking long term positive impacts, and avoiding boom-and-bust economic models

How does the project they score? / 25



Resource development in the Northwest



As this map shows, dozens of projects and billions of dollars in investments are proposed or already underway in the Northwest in the forestry, oil and gas, mining and other natural resource sectors. Calling on companies to earn the social license to operate will help ensure these developments are responsible, sustainable, and in the best interests of everyone affected



A Citizen's Guide to Social License



Nathan Cullen
MP Skeena-Bulkley Valley

www.nathancullen.com // cullen@parl.gc.ca // 1-888-622-0212



A message from Nathan

Dear friends and neighbours,

Over the past year, we've come together and had some very important discussions about how we will shape our economy while staying true to our values. Now more than ever, it is the conversation we need here in the Northwest and across Canada.

As billions of dollars worth of new resource development proposals come into our region, having a strong set of standards to measure the kinds of development we want is critical.

Industry and communities have come to call this the "social license to operate". It's an important way to frame the conversation and to lay out how we "get to yes" on resource development. And it's how we can stay true to our social and environmental values while creating jobs.

From fish to forestry, our part of the world has always been a resource economy. And we must be involved in and responsible for the kinds of development we want.

For today and for the future of the Northwest, it's essential for us to keep talking about who we are, what risks we're willing to take, and what we expect in return. The criteria for the *Citizen's Guide* came from the people of the Northwest and in that is its true value. I hope it can be helpful to you in your communities.

Nathan Cullen, MP



The social license advantage

Earning the social license to operate means that a company has earned the trust of the community.

But how does earning this trust benefit business?

And how does it benefit the community?



Advantage for business

- Builds strong relationships with communities and helps to create certainty for investors
- Allows for innovative suggestions from the public to adapt projects to local realities
- Identifies areas for improvement based on public input
- Develops a culture of cooperation and mutual support
- Increases the chances for the company to become a true member of the community

Advantage for communities

- Builds relationships between the public and business community, creating certainty for communities
- Fosters strong and sustainable local economies, built on creating local jobs and preserving the environment
- Gives communities a strong voice encourages business to deliver on their commitments
- Pressures governments to be inclusive of the people



What is social license?



The *Citizen's Guide to Social License* was developed from community forums held around the Northwest in the winter and spring of 2013. Citizens of all social, economic and political walks of life brought their experiences and insights, and together we're working to create a strong and sustainable Northwest for now and for our kids in the future.

A "social license to operate" means having the support and input that every company needs from the community before and during development. Even though it isn't written into law, companies and communities alike are starting to realize that a "social license" is one of the most important permits they need to achieve before shovels can hit the dirt.

Social license is developed through real consultation: meaningful conversation followed by meaningful actions, and demonstrating a strong commitment to upholding social, environmental, and business ethics. Some have argued that we have to decide between jobs or the environment - this is a false choice. Working together, we can develop our natural resource in line with the values that make us who we are.



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Nathan Cullen
Member of Parliament
House of Commons
Ottawa, Ontario K1A 0A6

NAME _____
 EMAIL _____
 ADDRESS _____
 CITY/TOWN _____
 POSTAL CODE _____