

A Model for Stakeholder Engagement in Mineral Exploration in Finland



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Mining boom and its consequences in Finland

- Earlier mining by state-owned companies;
- Decades' gap in mining activities;
- Public unawareness on mining issues;
- Mining boom driven by China's growth;
- Foreign mining companies;
- Uranium conflict (2006-2008);
- Talvivaara problems 2011-?;
- Anti-mining attitude spreading;
- Several initiatives on CSR launched by government and universities





MiningAcademy: Best Practices in Mining Industry (Corporate Social Responsibility, CSR)



Why Mineral Exploration is important in CSR?

- Start of activities;
- 1st contact with the locals;
- Relationship building;
- Little investigated;
- Main academic interest on the CSR of mines;
- Developing countries or indigenous people;
- Few studies on industrialized countries' communities





”NIMBY-PHYSICS”:

Project + execution = shock + fear + annoy = resistance

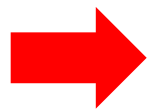
Project + Communication + Execution = Acceptance

(Modern Society’s ”Natural Law”)



CSR in mineral exploration:

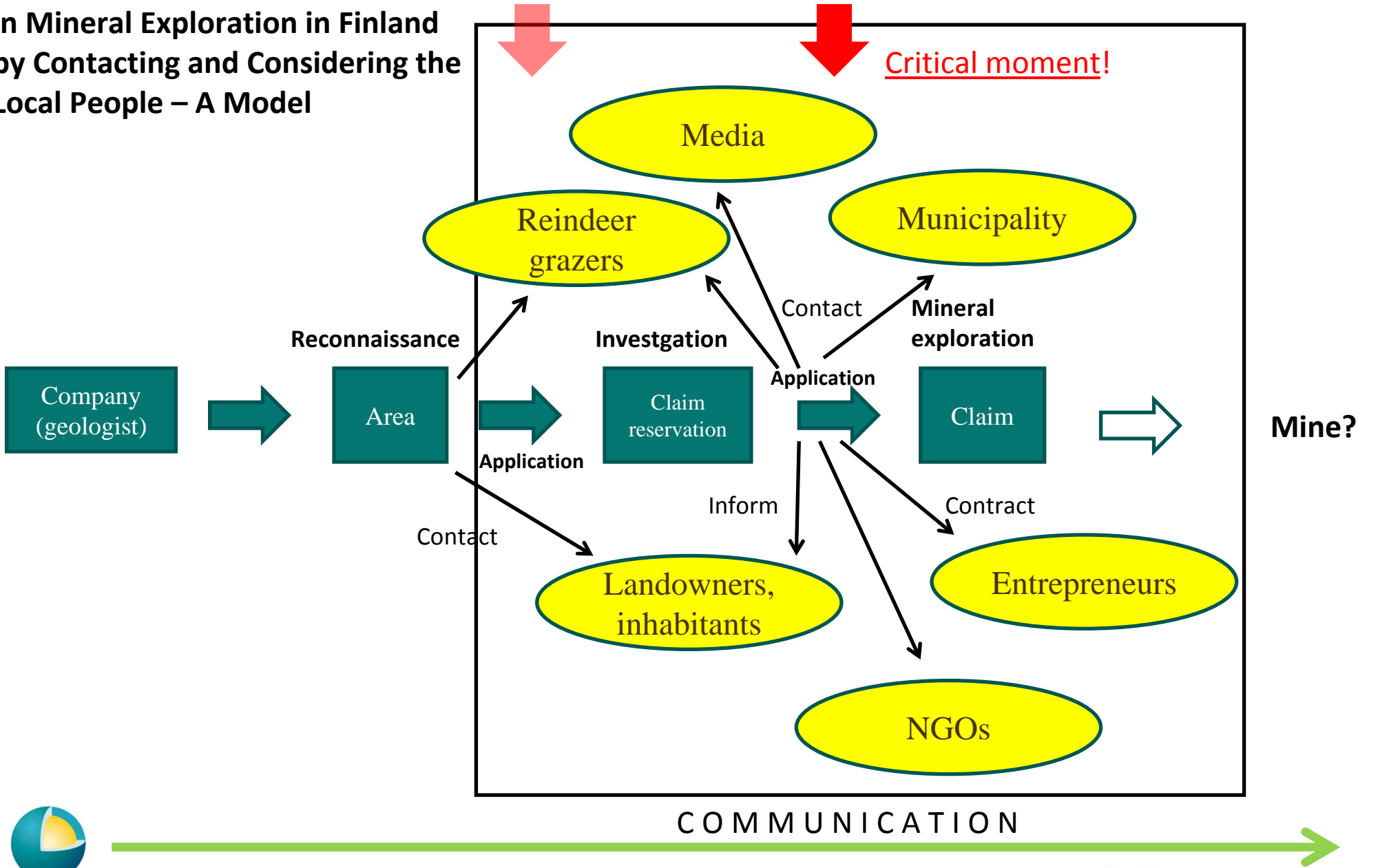
- Communication as the central component of CSR;
- Local stakeholders the most important;
- Stakeholder engagement;
- Geologist/communication officer working in the region (“visiting card”);
- Personal contacts, Social ability,
- Not only press releases or communication professionals;
- At the reconnaissance, max. before the claim application comes public;
- Respect the locals by considering them;



Obtain the social license to operate at the very beginning of activities



Obtaining Social License to Operate in Mineral Exploration in Finland by Contacting and Considering the Local People – A Model



Stakeholder Engagement in Mineral Exploration in Finland– A Model



Conclusions

- Mineral exploration: great importance in CSR;
- Communication and stakeholder engagement crucial;
- A model suitable for Finland;
- Recommended also for field work in general;
- Helps to get to SLO;
- Helps to understand what geologists do and why;
- Polite approach, considers the local people;
- Respect local communities!
- Problems: -Finnish culture
-Old traditions.



”The times, they are a changin’ ” (Bob Dylan)

Thank you!