A Model for Stakeholder Engagement in Mineral Exploration in Finland



Toni Eerola
Geological Survey of Finland



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 = resistence Project + <u>Communication</u> + Execution = Acceptance

(Modern Society's "Natural Law")



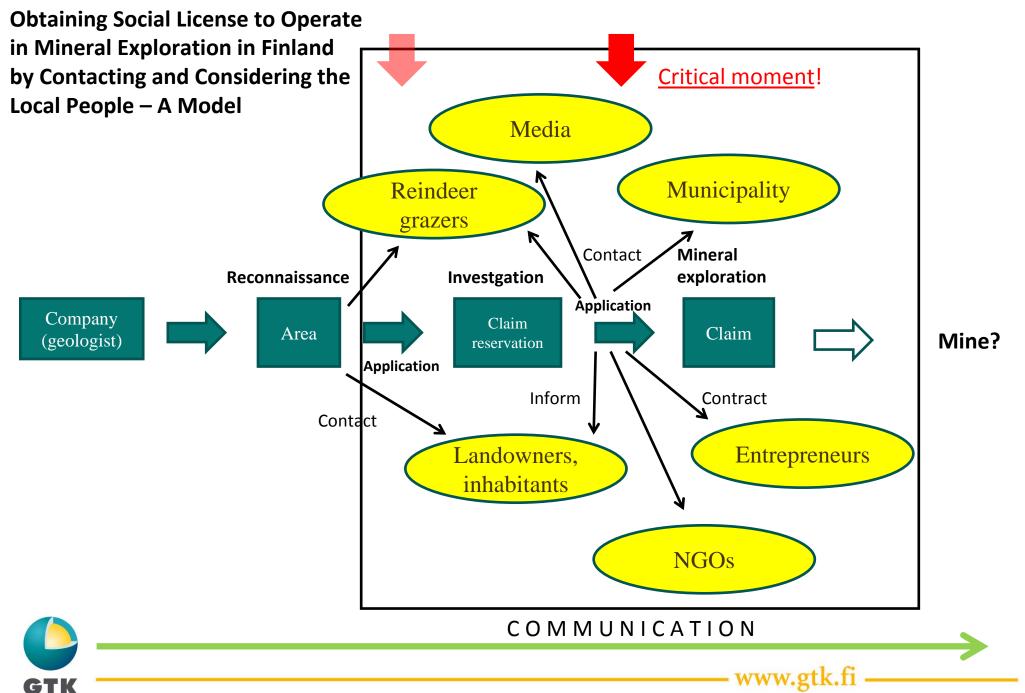
CSR in mineral exploration:

- 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 activites





	Local stakeholders	<u>Actions</u>	<u>Goals</u>	Result
!	Inhabitants, Landowners	Visit, introduce, talk about geology, company, work and intentions,	Show your "face", Open contact, Good image	A
	Reindeer grazers	ask to show previous mineral exploration sites, contract services		P
Geologist ←→		Visit mayor, give a lecture to the	Communication, Good image	P
775	Municipality	administration, council and general public	Good relationship with the	R
	Local media	Visit the editorial, invite journalist, interview in the field	journalist and the media, Communication,	O
		Contact, make an	Good image Communication,	\mathbf{V}
	NGO	appointment, give a lecture on geology, company, activities,	Open dialogue, Good image	A
	Enterpreneurs	discuss and make a trip to the field, build up a web-site Contract services	Local expertise Participation, Invest in the place Good image	L
GTK MiningAcademy			- www.gtk.fi ——	

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 geologist 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!

