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

Company (geologist) → Area → Reindeer grazers → Claim reservation → Municipality

- Contact
- Application

Investigation → Claim reservation → Media

- Application
- Inform

Landowners, inhabitants → NGOs

Entrepreneurs

Critical moment!

Mine?
Stakeholder Engagement in Mineral Exploration in Finland – A Model

Local stakeholders

- Inhabitants, Landowners
  - Visit, introduce, talk about geology, company, work and intentions, ask to show previous mineral exploration sites, contract services
  - Goals: Show your “face”, Open contact, Good image
  - Result: A

- Reindeer grazers
  - Communication, Good image
  - Result: P

- Municipality
  - Visit mayor, give a lecture to the administration, council and general public
  - Goals: Good relationship with the journalist and the media, Communication, Good image
  - Result: P

- Local media
  - Visit the editorial, invite journalist, interview in the field
  - Contact, make an appointment, give a lecture on geology, company, activities, discuss and make a trip to the field, build up a web-site
  - Goals: Open dialogue, Good image
  - Result: RO

- NGO
  - Communication, Good image
  - Result: VA

- Entrepreneurs
  - Show your “face”, Open contact, Good image
  - Result: AL

Geologist

Entrepreneurs

Municipality

Inhabitants, Landowners

Reindeer grazers

Local media

NGO
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!