

Community Well-Being: An Innovative Model for Socio-economic Assessment

By Danya Braun

Hardy Stevenson and Associates Limited

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The Community Well-Being (CWB) model

- ▶ Well-being is normatively seen as a state of being for individuals or groups that can be evaluated against a set of socially determined ideals (Teghe and Rendell, 2005).
- ▶ Well-being is associated with factors such as economic prosperity, market participation or the outcome of good social policy.
- ▶ Some studies build on a mix of social indicators, historical information, and data collection regarding how people view themselves and perceive different aspects of their lives.
- ▶ CWB is not easy to ‘measure’: it is largely a subjective concept.



Source: <http://www.npsp.sa.gov.au>

CWB and social quality

- ▶ Well-being is associated with concepts such as happiness, life satisfaction and social capital, all of which fall under the ‘social quality of life’.
- ▶ “The extent to which citizens are able to participate in the social and economic life of their communities under conditions which enhance their well-being and individual potential” (Beck, van der Maesen, Walker, 1998).
- ▶ The social quality concept identifies when social goals have been achieved as part of policy directions.



Source: <http://www.wellbeingwaterloo.ca>

CWB and the local community

- ▶ Economic, social, cultural and political components of a community that maintain itself and fulfill the various needs of local residents (Kusel and Fortmann, 1991).
- ▶ Fostering CWB involves a community driven process whereby local stakeholders play a pivotal role in decision-making processes.
- ▶ Considers fairness and equity and addressing specific community needs, interests and values.
- ▶ Need to determine how a community defines its own state of CWB.



Source:
<https://computingforsustainability.files.wordpress.com>

Using the CWB model

- ▶ Development of criteria for determining the effects of a project upon a community's social, economic, cultural, environmental and physical structure.
- ▶ A project can have positive or negative effects on CWB.
- ▶ When properly managed, project spending and employment can yield positive outcomes for CWB.
- ▶ Fundamental to the CWB model is the development of trust between the project proponent and the local community.
- ▶ Allows for a bottom-up/grassroots approach.

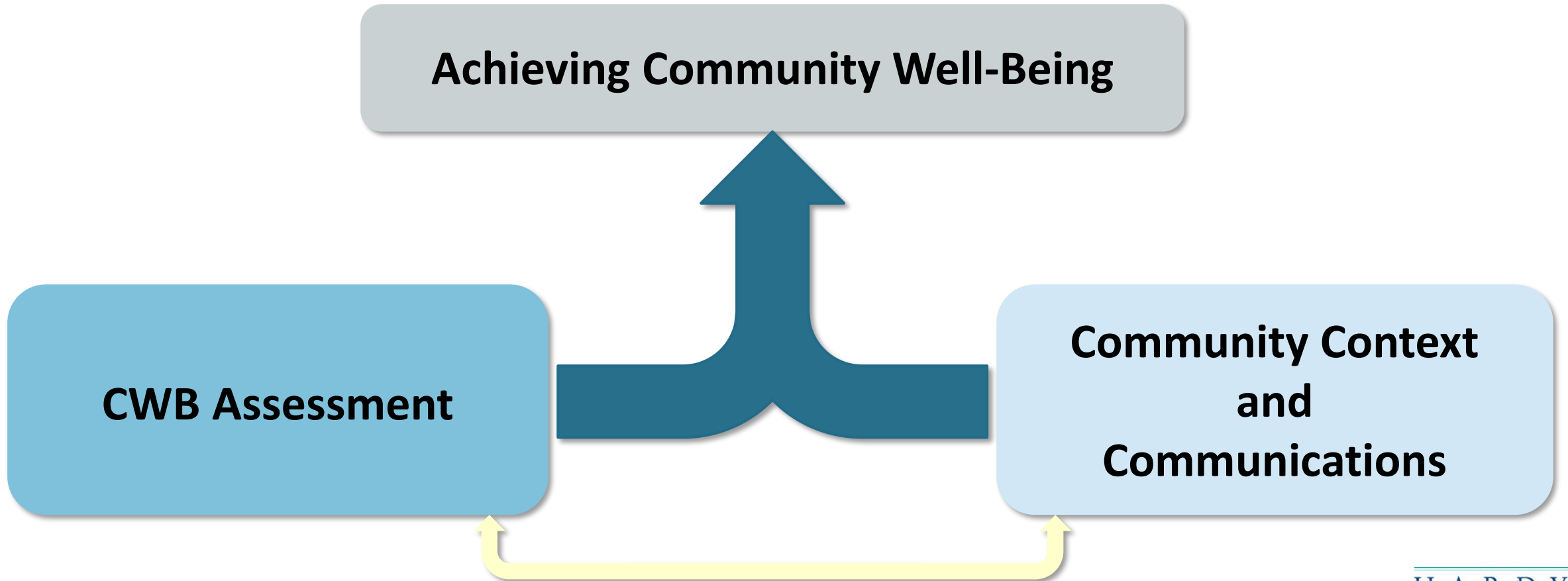


Source:
<http://devtogether.aahs.org>

CWB for Environmental Assessments

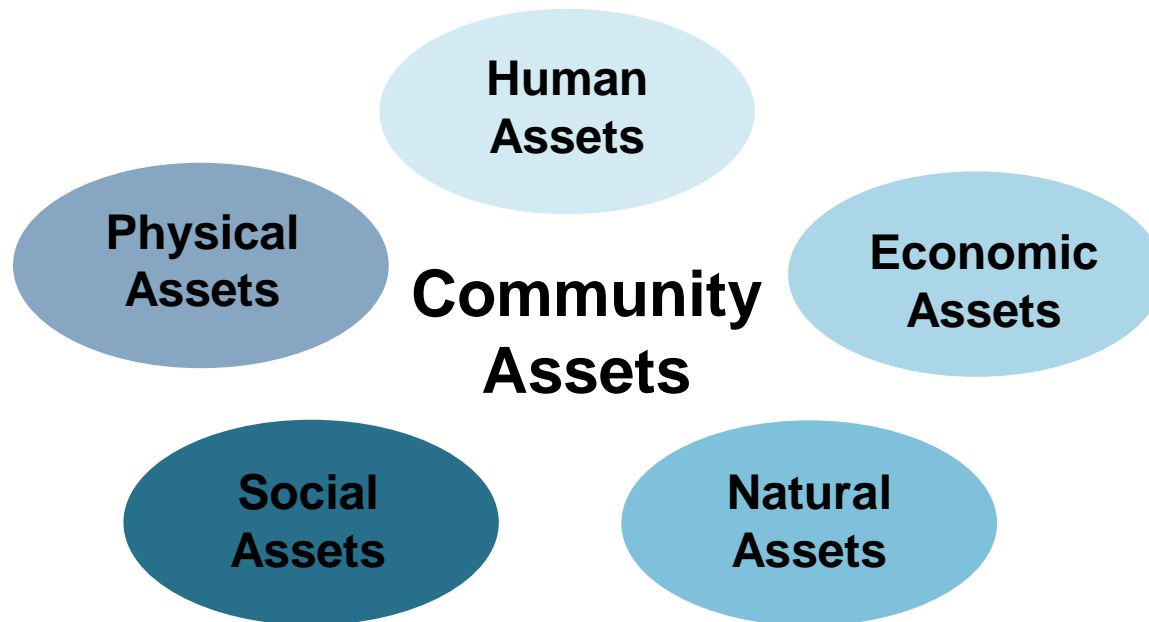
- ▶ A CWB framework of assessment can be used to develop baseline socio-economic studies.
- ▶ It is a robust model that has an appropriate level of data and analysis necessary for an EA.
- ▶ Measuring CWB is vital to knowing how a community is faring and provides critical information for decision-making regarding sustainable development.

The CWB framework



1. CWB assessment

- ▶ Baseline Studies and SEIA - documenting the existing conditions and community-based analysis/assessment of effects.



Data collection methods

- ▶ Desktop study
 - ▶ OPs, Secondary Plans, Sustainability Plans, Economic Development Plans, Statistics Canada, MPAC, etc.
- ▶ Primary data
 - ▶ In-person interviews with key stakeholders, surveys/questionnaires.
 - ▶ Open houses and community events.
 - ▶ Ongoing engagement and community presence.

2. Community context

- ▶ Provides a framework for working in the community, communications and relationship building.
 - ▶ Previous experience with large projects.
 - ▶ Understanding community needs to keep them involved (e.g. corporate social responsibility).
 - ▶ Understanding and addressing perceptions of risk.

Communications and engagement

- ▶ Open and ongoing dialogue with key stakeholders and the public.
- ▶ Providing project update information to local officials.
- ▶ Building capacity to make informed decisions.
- ▶ Ongoing presence in the community and local hires.
- ▶ Stakeholder mapping.

3. Achieving CWB

- ▶ Community driven process.
- ▶ Community cohesion and potential for partnerships.
- ▶ How does the community define their own CWB? How does the proponent define CWB for the community?
- ▶ Leaving the community better off.

Questions??

Danya Braun, B.A.(Hons), M.A.

Senior Project Manager

Hardy Stevenson and Associates Limited

364 Davenport Road, Toronto, ON M5R 1K6

danyabraun@hardystevenson.com