

**2022 CANADIAN
LAND TRUST
SUMMIT**

**SOMMET NATIONAL
DES ORGANISMES DE
CONSERVATION 2022**

October 24 to 26 | Ottawa | 24 au 26 octobre

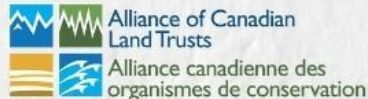
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Environment and
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The basics of government relations

Relations gouvernementales 101

2022 Canadian Land Trust Summit

Presenter :

Diego Cremier, SNAP Québec
(CPAWS)



The guy who is talking
to you now...



Responsable, solutions nature et relations
gouvernementales à la Société pour la nature et les
parcs Québec (SNAP Québec)

Anciennement

Directeur général par intérim (Québec), directeur des
communications par intérim, Responsable, affaires
publiques et communications à la Fondation David
Suzuki

Conseiller en communication à Greenpeace Canada

Journaliste à Radio-Canada



The basics of government relations

Relations gouvernementales 101

Or how to get a meeting with an elected official or civil servant... without it being the last!

A basic definition (University of Montreal)

"Government relations is a broad concept that encompasses communication with elected officials and government organizations.

Organizations are affected by laws, government decrees, standards, rules and multiple programs offered by different levels of government, which opens the door to establishing exchanges with elected officials and civil servants."

Which means that...



We always communicate with either:

- An MP (A minister?)
- A political attaché / advisor.
- A civil servant (deputy minister, expert, etc.)
- A mayor
- A municipal councilor

NB: In a democracy with a clear division of powers, the judiciary is never contacted to try to influence it. Its independence is sacred!

And we communicate to :

- Establish a bond of mutual trust
- Learn about gov. plans
- Exchange information on a given subject
- Offer a point of view that is important to us
- Passing on requests (from our organization or the sector of society we represent)

That's enough theory...



The shortcuts -- that get longer...



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But in the end, what we wanted
was to talk to him...



SNAP QUÉBEC





A basic model: the window of opportunity



The problem is perceived as important and urgent by policy makers.



Policy makers perceive that a solution to the problem exists.



Policymakers perceive that implementing the solution is politically feasible.

What are the available GR tactics ?



- Personal contacts
- Letters
- Media Relations
- Formal processes (consultations, committees)
- Using objections



La CAQ en quête de son c

[Accueil] / [Politique] / [Québec]

L'instigateur du Pacte pour la transition, Dominic Champagne, n'est pas le seul acteur du mouvement environnementaliste à s'être procuré une carte de membre de la CAQ dans la foulée de la victoire électorale de l'équipe de [François Legault](#) le 1er octobre dernier.

Diego Creimer et Sylvain Perron – tous deux employés de la Fondation David Suzuki – ont aussi rejoint les rangs du parti politique de François Legault.





Blackburn Annabelle · 1er

Responsable de l'agenda chez Cabinet du Premier ministre du Québec

Québec, Québec, Canada · [Coordonnées](#)

333 relations

8 relations en commun : Luc Tousignant (Bonjour), Alexandre Lampron et 6 autres personnes

Message

Plus

Activité

341 abonnés

Blackburn n'a rien publié dernièrement

Les derniers posts et commentaires de Blackburn s'afficheront ici.

[Afficher toute l'activité](#) →

Recherche

OPINIONS POINTS DE VUE



Sortie de pandémie: Legault doit faire une place à l'environnement dans son agenda

Partager



DIEGO CREIMER

Responsable des relations gouvernementales de la SNAP Québec



MARC-ANDRÉ VIAU

Responsable des relations gouvernementales d'Équiterre

Des virus reprennent vie et menacent la nôtre

CLIMAT DÉRÉGLÉ, SANTÉ EN DANGER

But why would they agree
to talk to us?

What makes us legitimate,
or important?

L'expertise

Proven knowledge

La notoriété

Notoriety

L'accès

Access to
decision makers

**Le rapport de
force**

Leverage

**La mobilisation
politique**

Political
mobilisation

**L'utilisation de
la Loi**

Use of the law

**L'implication
politique**

Political
implication of the
target person

Les coalitions

Coalition power

L'expertise
**Chaire Energie
HEC**

La notoriété
Greta Thunberg

L'accès
Liens personnels

Le rapport de force
**Printemps
éritable**

Imposition d'une norme
sociale
#metoo #BLM

L'utilisation de la Loi
CQDE

L'implication politique
**Manon Massé,
Steven
Guilbeault**

Les coalitions
G15+

Define your goals and how to achieve them

What are we trying to do?

- Draw attention to an emerging issue
- Comment on a legislative and regulatory issue
- Propose a solution to an existing problem
- Highlight good work
- Oppose a project

What are the possible wins?

- New legislative piece
- Legislative and regulatory change
- Funding a priority or initiative
- Influencing a debate
- Blocking a project

Some tricks to increase your chances of success

- Identify your objective (what you want from a person) and target (elected official, staffer)
- Define a timeline (short, medium, long term)
- Make a plan. Like literally: draw a plot
- Formulate a feasible request
- Adapt your sales pitch
- Put yourself on the map
- Surround yourself with allies
- Maintain your contacts

Draw the plan, prep yourself, rehearse...

- Know your target
- Have a clear demand
- Define realistic expectations

And if nothing of the previous works...



... you can always work
with a GR firm.



Group exercise

1. You want to stop an airport project on wetlands. You need to obtain a meeting with the federal minister of Transport. Tip: He is conservative and dislikes environmentalists, but he loves wildlife, specially birds. You know his chief of staff from highschool.

2. You have collected 50 K signatures in support of a new national park. Part of that park overlaps with an oil infrastructure project. You want to meet with Jonathan Wilkinson to convey massive support for conservation and discuss options. But his agenda is full.



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