

Communication & Public Awareness Profile

September 2016

ID	Competency Statement	Type
CATEGORY I: Policy Development & Planning		
SUB-CATEGORY 15: Liaising and Partnering with Stakeholders		
122	Liases with stakeholders to collaborate on environmental stewardship and resolve sustainability issues and concerns.	1
123	Identifies ethical and cultural concerns regarding the economic, social, cultural, and spiritual valuing of specific natural resources, and the implications for informed decision-making regarding sustainability.	3
125	Develops partnerships with key stakeholders to enhance environmental stewardship and address sustainability issues and concerns.	1
126	Develops partnership and stewardship agreements which incorporate sustainable development guidelines, indicators, targets, and processes for measuring progress related to specific environmental issues.	2
CATEGORY K: Corporate Environmental and/or Sustainability Program Planning & Implementation		
SUB-CATEGORY 18: Developing Corporate Environmental and/or Sustainability Plans, Policies, and Procedures		
139	Develops strategic partnerships/relationships with key stakeholders to garner advice/gain commitment to organization's environmental and/or sustainability policies/initiatives	2
CATEGORY Q: Environmental and/or Sustainability Communications & Public Awareness		
SUB-CATEGORY 34: Developing/Implementing Environmental and/or Sustainability Communications and Awareness Programs		
288	Demonstrates an understanding of the fundamental relationships between human activities and the natural environment.	1
289	Demonstrates an understanding of the Canadian environmental sector and sustainability issues.	1
290	Demonstrates a working knowledge of environmental legislation, regulation, standards and voluntary agreements	1
291	Demonstrates an understanding of the role of communications in increasing public awareness of environmental and/or sustainability issues.	1
292	Develops compelling, well researched and strategic proposals for approval and/or funding of environmental communication/awareness programs.	1
293	Develops communications and public relations strategies to address employee and public concerns about environmental and/or sustainability issues and risks and/or to promote the environmental and/or sustainability interests of the organization.	1

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294	Provides expert input to the development of a marketing/communication plan to promote/fully describe the organization's environmental capabilities and accomplishments.	1
295	Ensures the creation (research, writing, and design) of web-based and print communications and educational resources in support of the environmental communications strategies.	1
296	Develops means to address constraints, sensitivities, or opposing views on environmental concerns so that the message reaches the designated target audience(s) (using a variety of formats such as printed materials, videos, internet, CD ROMs).	1
297	Establishes goals for environmental and/or sustainability awareness programs that will help ensure the intended message is accurately conveyed to the appropriate target audience.	1
298	Develops the content of environmental and/or sustainability awareness programs.	2
299	Makes presentations to a variety of audiences to build awareness of environmental and/or sustainability issues, concerns and/or programs.	1
300	Promotes environmental and/or sustainability programs and their implementation with media, outside audiences, organizations, etc.	1
301	Assesses the effectiveness of environmental and/or sustainability communications/awareness programs in attaining their goals.	2
732	Delivers training programs to promote public awareness on environmental and/or sustainability issues	2
SUB-CATEGORY 35: Presenting Expert Information on Environmental Matters		
302	Manages customer relations on environmental and/or sustainability matters that builds productive partnerships with clients, suppliers and other stakeholders	2
303	Manages media relations concerning environmental matters to build, foster and sustain a positive public image for the organization.	2
305	Conducts informational meetings to identify community and stakeholder priorities on environmental issues and concerns.	2
307	Participates as a speaker, panellist, witness, or expert in conferences, public forums on environment-related topics and issues, or hearings (such as defending the Environmental Impact Assessment report).	2