

# Stakeholder Engagement in a Wicked World Concept Mapping

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# ***Exploring and Visualizing the Issues Involved in Crude Oil Movement in the Great Lakes***

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Wingspread Conference Center

Sponsored by:

*The Johnson Foundation at Wingspread*

*Great Lakes Sea Grant Network*

*NOAA Great Lakes*

*Council of the Great Lakes Region*

*Enbridge Inc.*

*Lintilhac Foundation*



The purpose of the workshop was to collectively examine key issues surrounding the transportation of crude oil



The meeting was designed as a first step. To let a diverse group of stakeholders come together and explore how they would describe the complex elements and issues related to the “Wicked Problem”



# *Group Explorer*



Decision support system designed to allow all participants to have a voice and express their views with some degree of anonymity in rapidly exploring complex problems where causal relationship matter through joint construction of a causal concept map.



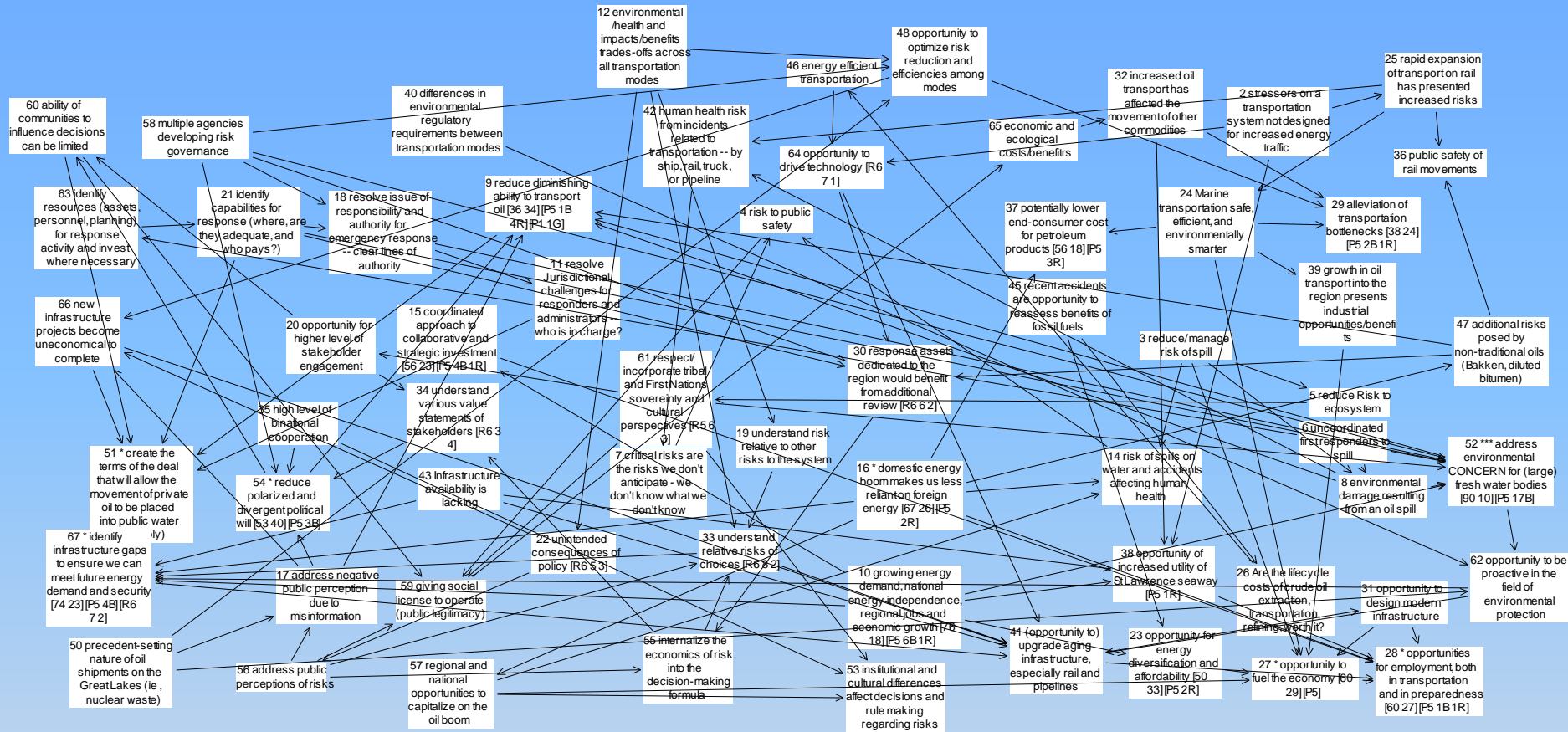
The process began by gathering responses to the following question:

- **What are the critical risks, issues and opportunities related to the movement of crude oil within the Great Lakes Basin?**

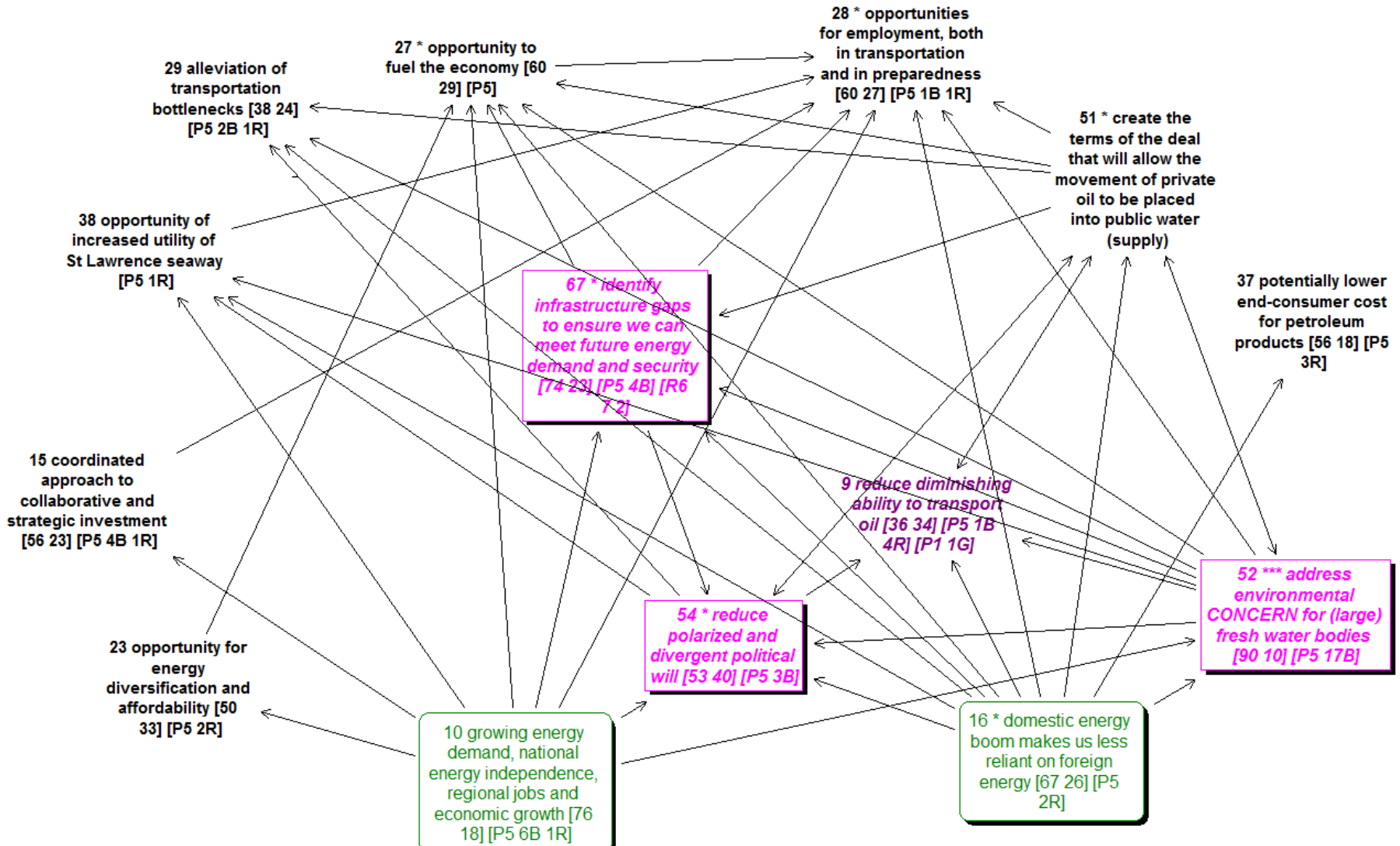
**63 views were contributed** in 9 minutes



# The group then worked on **linking** the gathered statements into cause-effect chains

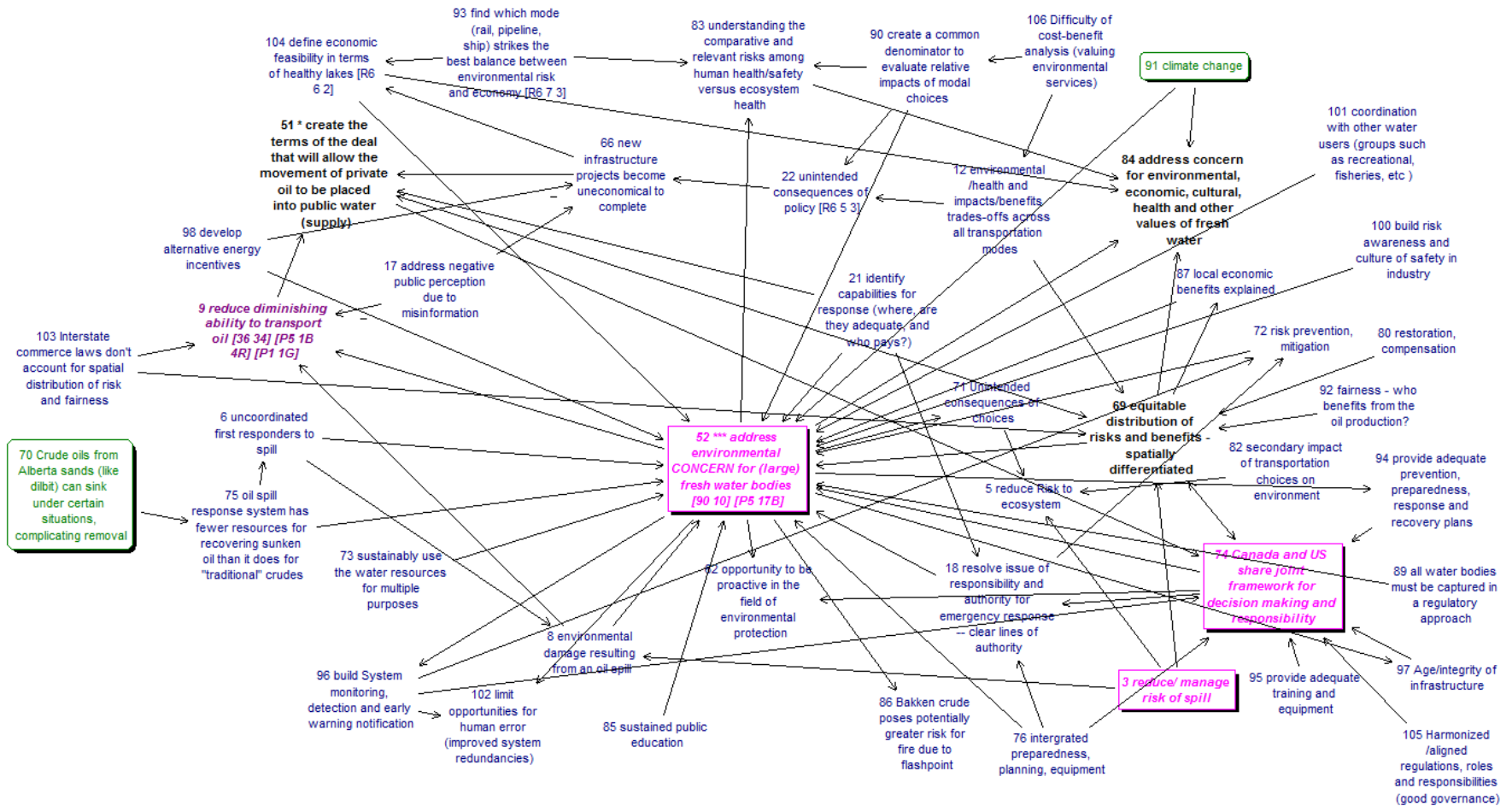


# Central statements were identified by the software and coded (e.g., black for possible goals, green for drivers)





# Individual central concepts could easily be 'pulled up' to frame conversations and build additional map layers ... e.g., this map layer created through conversation about addressing environmental concern for large fresh water bodies...



...and to build consensus. Here pink was used to code for high consensus possible strategies.

Throughout the facilitated two-day discussion, participants shared a vast quantity of essential “statements” representing different values perspectives, goals, and positions that yielded new insights concerning the issue of crude oil movement in the basin. Over 300 statements were collected, processed and linked, which enabled the creation of a map of key concerns, policy ideas and information gaps.



# Contributing to the long-term economic stability of the Great Lakes Region by promoting the economic growth and vitality of the region in harmony with its human and natural resources (sustainable development) will require:

- A **coordinated approach** to collaborative and strategic investment through the development of an **integrated view** of transportation, energy, and economic policy for the Great Lakes Region which is **science-based**.
- **Long term** economic stability and growth will be helped by:
  - providing opportunities for employment, both in transportation and in preparedness from creating an opportunity of increased utility of St Lawrence Seaway
  - exploiting the opportunity for energy diversification and affordability and enabling efficient trade within North America and around the world
- Creating the **'terms of the deal'** that will allow the movement of (private) oil with (minimal/acceptable) risk to public water, unintended consequences of regulation, and concerns for environmental, economic, cultural, health and other values of fresh water will require:
  - **equitable** distribution of risks and benefits - spatially differentiated – will depend on:
    - recognizing and promoting the complementarity of environmental protection and economic goals
    - promoting the restoration and protection of the Great Lakes while increasing economic sustainability in the region
    - reduce uneven (over) regulation (by mode)
  - **valuing the diversity** inherent in the ecological and human communities served
  - efforts to reduce greenhouse gas emissions
  - That **safety** is one of the concerns that drive every decision and every step taken



# Participant Survey

- 25% of respondents indicated a **greater ability to express their views**, and 33% indicated that the relative anonymity permitted them to be more honest. In contrast, 13% of respondents indicated **less ability to express their views** and 11% less ability to be honest.
- Results were mixed regarding workshop productivity relative to that of a typical workshop. Twenty-two percent of respondents found the workshop to be **“extremely productive,”** 11% found it “somewhat more productive,” 44% found it to be “neither more nor less productive,” and 22% found it to be **“somewhat less productive.”**



# Activities...

- White Papers
- Workshop II – October 2015, Chicago – Research needs assessment
- Crude Moves – Webinar and Fact Sheet series 2016
- GLSGN Session - Cleveland, June 2017 – with Gulf Colleagues
- Workshop III – Cleveland, June 2017



# Discussion?

