

# The Certificate Programme in Community Relations Practice in the Extractive Industry

*Developing and empowering  
community relations professionals  
in the African extractive industry*

## Why this certificate programme?

**Social issues are among the top five business risks** in the extractive industry, posing significant challenges for companies, communities, and governments if not well managed.

This programme aims to create **a new generation** of highly-skilled community relations practitioners who are sensitive to the challenges and solutions unique to the **African context**. So far, the programme has a **strong alumni of 119 professionals from 23 countries**, hereof 19 African. A highly valuable network which benefits from news and events exclusively for this professional group.

Using **comprehensive content and creative training formats** (like role play, case studies, external speakers and video footage analysis), this course has direct application into the workplace. There are a total of four courses; each one is a **5-day course**.

## Course dates in 2015

### 23-27 March 2015 Managing Community Impacts

How to develop and implement appropriate management and monitoring interventions.

- Trends, standard, and expectations of monitoring and reporting impacts on communities
- How to use leading tools to effectively manage impacts
- Issues of day-to-day management of impacts
- Options for mitigation of impacts, including: land take, local employment, security, mine closure, live-lihood destruction, water, artisanal small-scale miners, community safety

### 8-12 June 2015 Managing Community Benefits and Partnerships

How to foster capacity and socio-economic development for communities.

- Mapping the spectrum of socio-economic development for communities: employment, procurement, beneficiation, taxation, infrastructure and services, and more.
- Learn leading development methodologies, and how to link to organisations' business objectives
- How to develop and manage partnerships,
- Exit strategies: Scaling up, replicating, sustainability and handing over development interventions

### 7-11 September 2015 Context, Situation and Community Profiling

How to understand your local area and the key influences and impacts.

- The complexity of the mining process
- Unravel the interlinking factors influencing community and social issues
- Information gathering processes and tools
- Different approaches to impact assessment
- Sharpened communication skills

### 2-6 November 2015 Developing and Maintaining Stakeholder Relations

How to achieve positive and constructive stakeholder relations.

- The key principles and values underpinning productive relationships
- How to effectively use the different approaches to stakeholder engagement
- Grievance management, conflict resolution, and stakeholder mapping
- Protect corporate reputation while ensuring authenticity and transparency

Programme developed and presented by:



## Who should attend?

This course is aimed at community relations practitioners within Africa from extractive industry operations, governments, NGOs, community-based organisations and development organisations.

Applicants should have:

- Responsibility for community relations functions within their professional organisation in Africa;
- Evidence of practical community relations field experience;
- Evidence of competency at NQF level 5 or equivalent (international applicants can seek equivalency from the South African Qualifications Authority); and
- English language speaking, reading and writing skills.

## About the course facilitators

### Alison McCallum

Alison has spent 18 years translating the theory of "corporate social responsibility" into practice at the corporate and operational level. Alison has also been a key contributor and editor of all three SEAT manuals published by Anglo American.

### Ed O'Keefe

Ed has worked on natural resource projects and community development in Africa for 20 years. He is currently a director at Synergy Global Consulting, where for the past decade he has focused on helping transform the way extractive industries manage their relationships with communities.

## Course accreditations

A University of Witwatersrand accredited *Certificate of Competence* is awarded upon successful completion of any individual course. All courses are also accredited by the Engineering Council of South Africa for Continued Professional Development (CPD) points.

A University of Witwatersrand accredited *Certificate of Competence in Community Relations Practice within the Extractive Industry* is awarded upon successful completion of all four courses.

"AngloAmerican's participants found this to be a stimulating and challenging course, and well worth the investment."

*Jonathan Samuel, Head of Social Performance, Acting Head of Government Relations, AngloAmerican, United Kingdom*

"This course was worth attending and very enriching."

*Ben Miranga, Social Investment Coordinator, Tullow, Kenya*

"I consider myself very fortunate to have attended this course. Very insightful with loads of discussion on current trends and developments."

*Jules Mulya, Independent Consultant, DRC*

"Thank you all for your highly professional and exciting experiences of dealing with different [areas of community relations]. It was a very productive training; that way we can change our routine style of working as community relations practitioners."

*Theophil Celestine, Senior Community Relations Officer, Kabanga Nickel Co. Ltd, Tanzania*

## Course information

### Where:

University of the Witwatersrand, Johannesburg, RSA

### Course fee\*:

Corporate: ZAR 19,500 (excl. VAT)

Non-corporate: ZAR 15,000 (excl. VAT)

The course fee includes a comprehensive set of course materials and notes, meals during course hours, and an accredited *Certificate of Competency* upon successful completion of each course and of the entire programme.

### For more information:

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### To register:

Please contact [training@synergy-global.net](mailto:training@synergy-global.net). **Spots are limited.**

\*Course fees may be subject to change.

FOR MORE INFORMATION *and* TO REGISTER NOW:

[www.synergy-global.net/r/training.php](http://www.synergy-global.net/r/training.php)



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