

2024-8 Increasing Value in Programming & Policy through Co-Creation & Consultation

Mover: Volunteer Manitoba

The Province of Manitoba and Manitoba municipalities should adopt a co-creation framework, bringing together affected stakeholders for developing policy and programming decisions.

Province of Manitoba and Manitoba municipalities should undertake meaningful consultation, in instances where co-creation is not a viable model, that includes these characteristics:

- A. It involves Indigenous representation and Indigenous-led organizations, and it prioritizes organizations and individuals from equity-seeking communities and most-affected or impacted communities of the policy and programming decisions;
- B. It follows a process that all participants and stakeholders understand and agree upon a reasonable timeline to participate;
- C. It identifies roles and responsibilities of different partners;
- D. It is clear on how and to what degree feedback will influence action and decision making; and
- E. It reports back to those consulted with the results of the consultation.
- F. Process summarized/publicly available

Because: Co-creation refers to the practice of bringing multiple stakeholders together to develop policy, programming and practice that will impact the community or stakeholders in question from beginning to end. This is in contrast to top-down, bureaucratic methods for developing policy and programming.

Because: Consultation refers to the process by which citizens and Rightsholders are engaged to influence the development of policy and programming. Meaningful consultation includes, but is not limited to, these key elements: it follows a process that all participants and stakeholders understand; it identifies roles and responsibilities of different partners; it is clear on how feedback will influence action and decision making; and it reports back to those consulted with the results of the consultation.

Because: Meaningful consultation is especially important to include the participation of vulnerable populations that have traditionally been excluded from political and economic processes. Too often, the end-users or stakeholders affected by policy and programming decisions are rendered entirely passive in their design and implementation process. The consequence of this is that high-value and/or grassroots expertise is missed, thereby decreasing the efficacy and ultimately value of government investments.

Because: There is a growing number of examples where the co-creation of policy and programming has increased the value for money received by government and the target community or sector.

Because: The challenge of policy making that does not meaningfully engage stakeholders is compounded when it intersects with marginalized and oppressed communities. Socio-economic barriers that challenge participation in our communities also apply to advocacy and engagement with government decision-making.

Because: Manitobans should have a direct say in decisions that directly affect them. By using grassroots community organizations in design, planning, and policy we can ensure that decisions made by governments in Manitoba are guided by those who know the issues the best.

Because: The Province of Manitoba and Manitoba municipalities can increase the impact and value of their policy and programming decisions by applying a co-creation framework.

Because: The Province of Manitoba has promoted the value of local decision-making for government strategies and policy, including in Manitoba's Economic Growth Action Plan, A Made-in-Manitoba Climate & Green Plan, and Look North Economic Task Force Report & Action Plan. The City of Winnipeg has utilized a co-creative process in developing its forthcoming Poverty Reduction Strategy as well as the Newcomer Welcome & Inclusion Policy. In all these cases, leaders in the relevant sectors were engaged in a co-creation process, with aspects of co-creation and meaningful consultation across relevant communities for each strategy.

Because: The Manitoba Social Enterprise Strategy (2015 - 2018) and the Manitoba Cooperative Community Strategic Plan (2009-2014 and renewed 2014 - 2019, abandoned 2017) are local examples of co-created and co-implemented policy and programming.

Because: The principle of communities leading their own social, economic, and environmental futures, supported by government as a partner, is at the heart of the community economic development model. Co-creation processes that support local decision making and community ownership are a key component to sustainable, inclusive communities and economies.

Because: This resolution is the key recommendation to the government in the "Directing Our Own Future" theme area, articulating how co-creation and meaningful consultation is crucial to CED and how it should operate.

How the Resolution will be Advanced: Throughout all direct policy advocacy, budget and other government submissions, and throughout public communications, CCEDNet Manitoba will continue to encourage the Province of Manitoba and Manitoba municipalities to adopt a co-creation framework through broader policy advocacy such as the Public Policy Road Map, as well as through specific policy area advocacy. Members are encouraged to continuously advocate for a co-creation framework through ongoing policy advocacy work.