

Innoweave: Constructive Engagement

What is Constructive Engagement?

Innoweave, an initiative of the J.W. McConnell Family Foundation, would like to offer the [Constructive Engagement](#) module for organizations and networks operating in the food policy space.

Constructive Engagement helps leaders of community sector organizations develop effective strategies to understand and work with policy makers, practitioners, and the public to make specific changes that will directly improve the outcomes that the organization seeks and advance their mission.

This process often involves clarifying barriers and opportunities to advancing the organization's mission, understanding the priorities, beliefs, and constraints of policy makers, practitioners, and the public, and determining potential areas for success.

Finally, the Constructive Engagement process includes assessing and deciding among engagement tactics that will meet key objectives.

What does the Constructive Engagement module include?

To customize this module for users in the food policy field, Innoweave would like to offer a tailored *Introduction to Constructive Engagement* module.

The module will kick off with a **webinar** this fall. This online session (90 mins) will introduce the Constructive Engagement concept, and lay out different approaches that are relevant to food policy.

Following the webinar, participants could decide if they would like to proceed to a Constructive Engagement **workshop**. Innoweave has developed a 2-part workshop (2 half days) for this module which can be undertaken remotely. This workshop will be delivered by the senior Constructive Engagement coach from Innoweave [Sean Moore](#) and will include information that is of particular relevance to food policy.

The final stage of the Constructive Engagement process involves **coaching and continual knowledge sharing**. Following the workshop, participants would be eligible to apply for Innoweave support to work with a coach (i.e. an expert in the food policy field) to help advance their engagement plan over the course of 3 – 6 months. Innoweave would also provide a forum to maintain connections among those working on food policy engagement throughout the coaching process, to help share learnings and develop more effective strategies.

For more information on the module, please visit the [Constructive Engagement](#) page of [Innoweave.ca](#)

For your consideration:

- Are you interested in taking part in an *Introduction to Constructive Engagement* webinar this fall?
- Would you be available to participate in the initial webinar the second week of September?
Please consult this [Doodle poll](#) to indicate if there is time that works for you.

For more information, please contact Beth Hunter ehunter@mccconnellfoundation.ca or Ryan Conway (Innoweave Manager, Special Initiatives) rconway@mccconnellfoundation.ca