

Mining & Social Risk

The Frontier of Social Media

Prepared for:

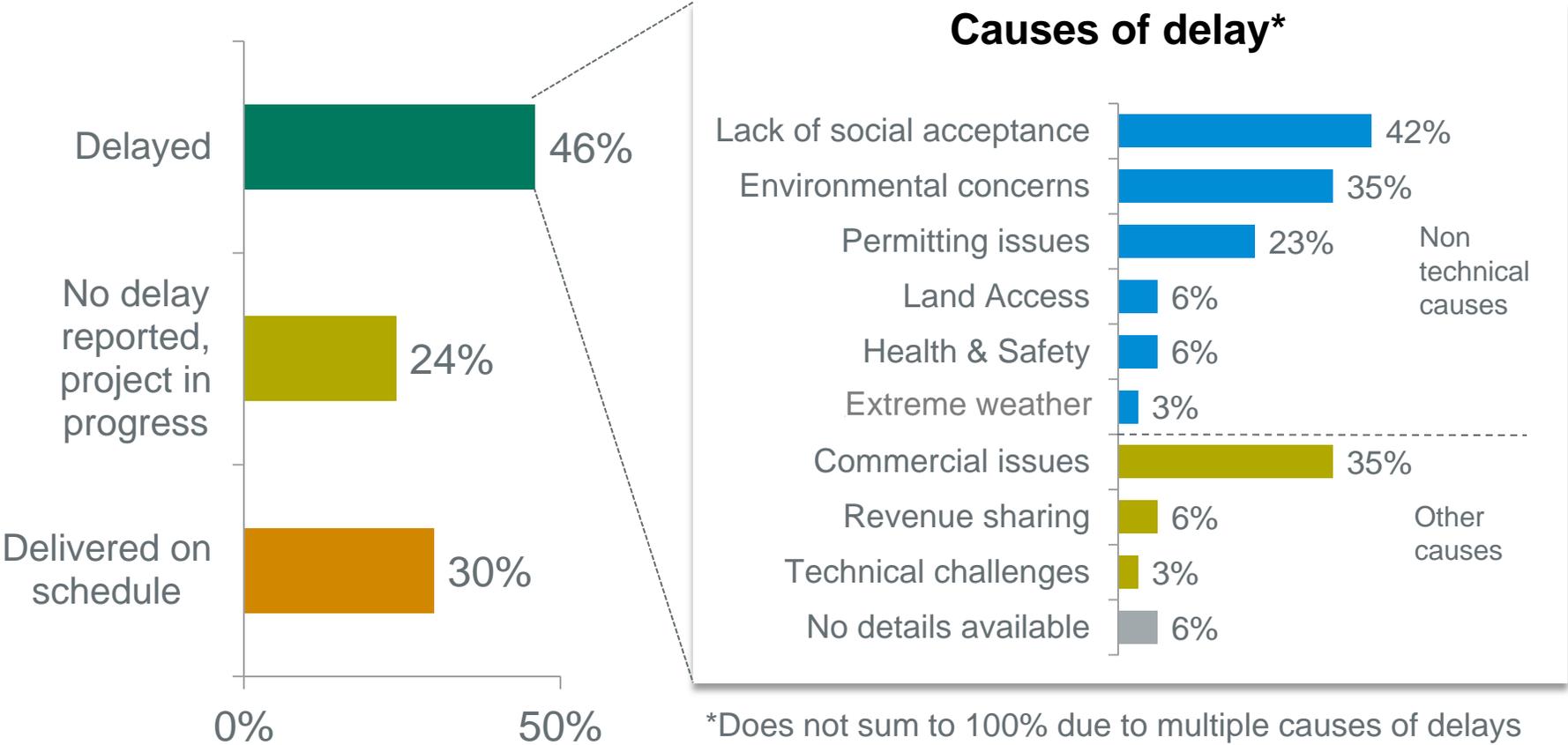


The business of sustainability



Less than a third of mining projects were delivered on schedule

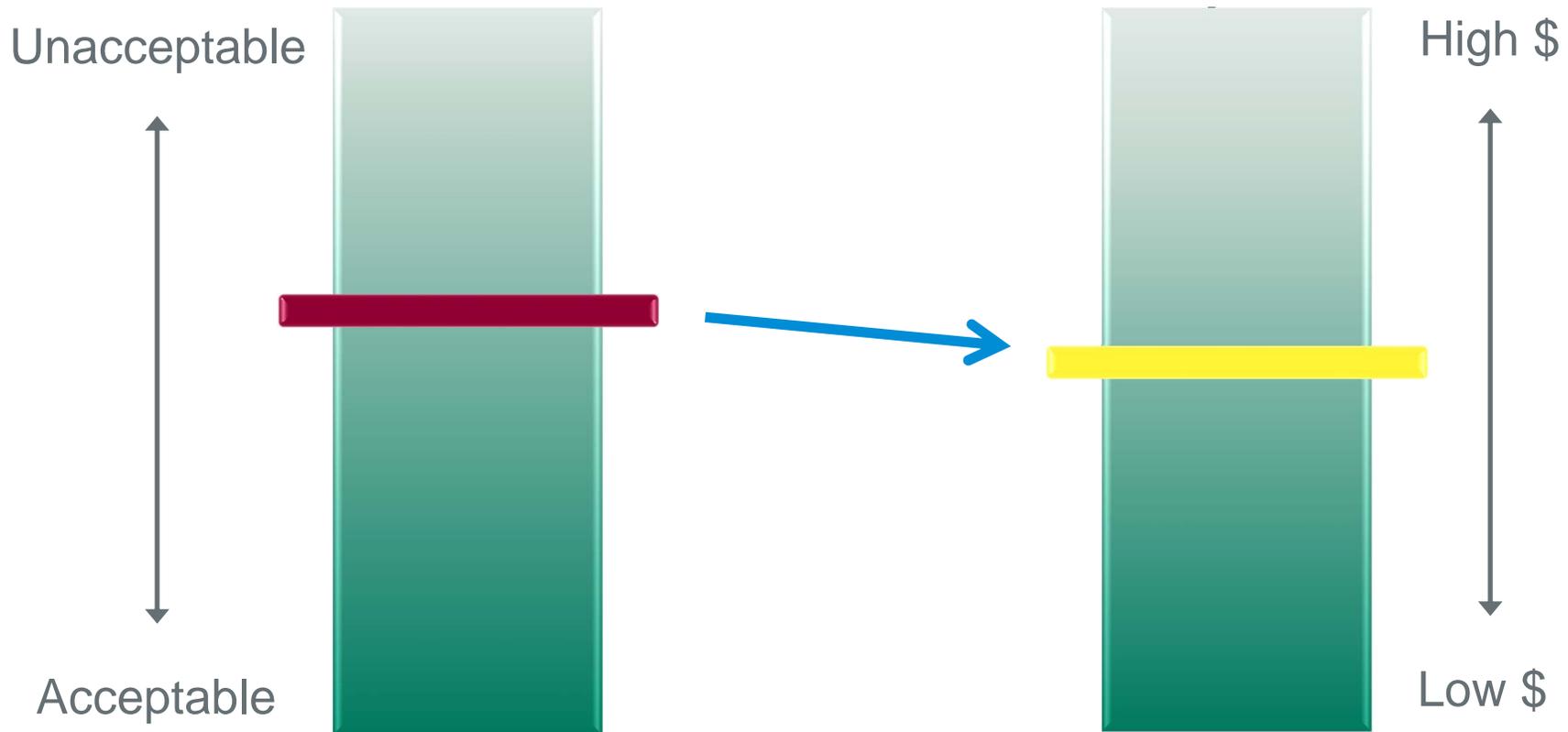
Mining project delays (2008 – 2012)



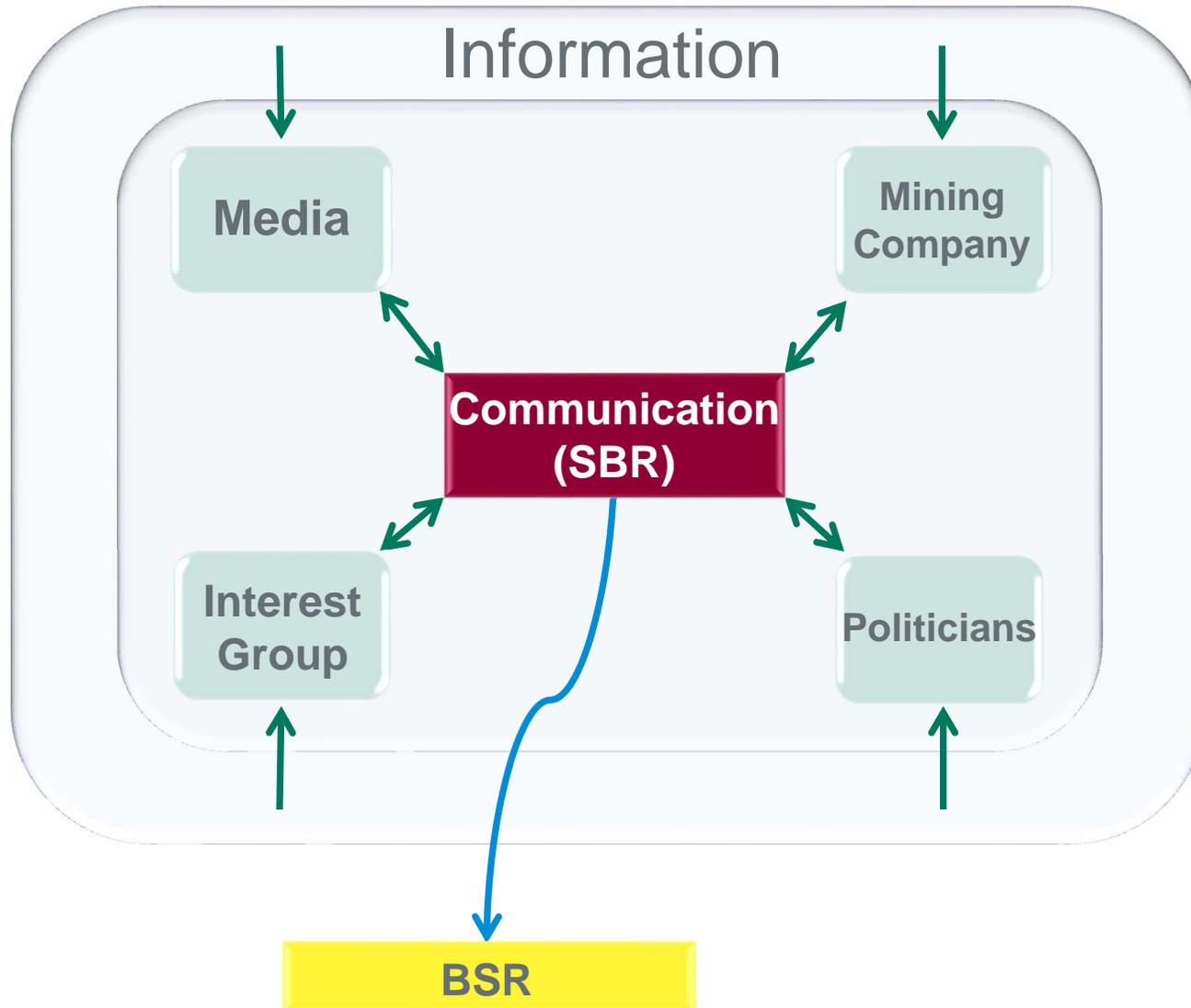
Risk Defined

Social Business Risk
(SBR)

Business Social Risk
(BSR)



Social Risk Conceptual Model



Social Media Network



Risk Psychology Determines Project Acceptance

Risk Culture

- Compatibility with cultural
- Compatibility with visions of ideal community
- Compatibility with personal identify

Risk Characteristics

- Probability of occurrence
- Inequality of impacts
- Probability of long-term impacts
- Controllability of impacts
- Complexity/unknown /uncertain impacts
- Permanency of impacts
- Level of impact (catastrophic?)
- Vulnerability
- Exposure
- Degree of personal harm
- Cumulative effects

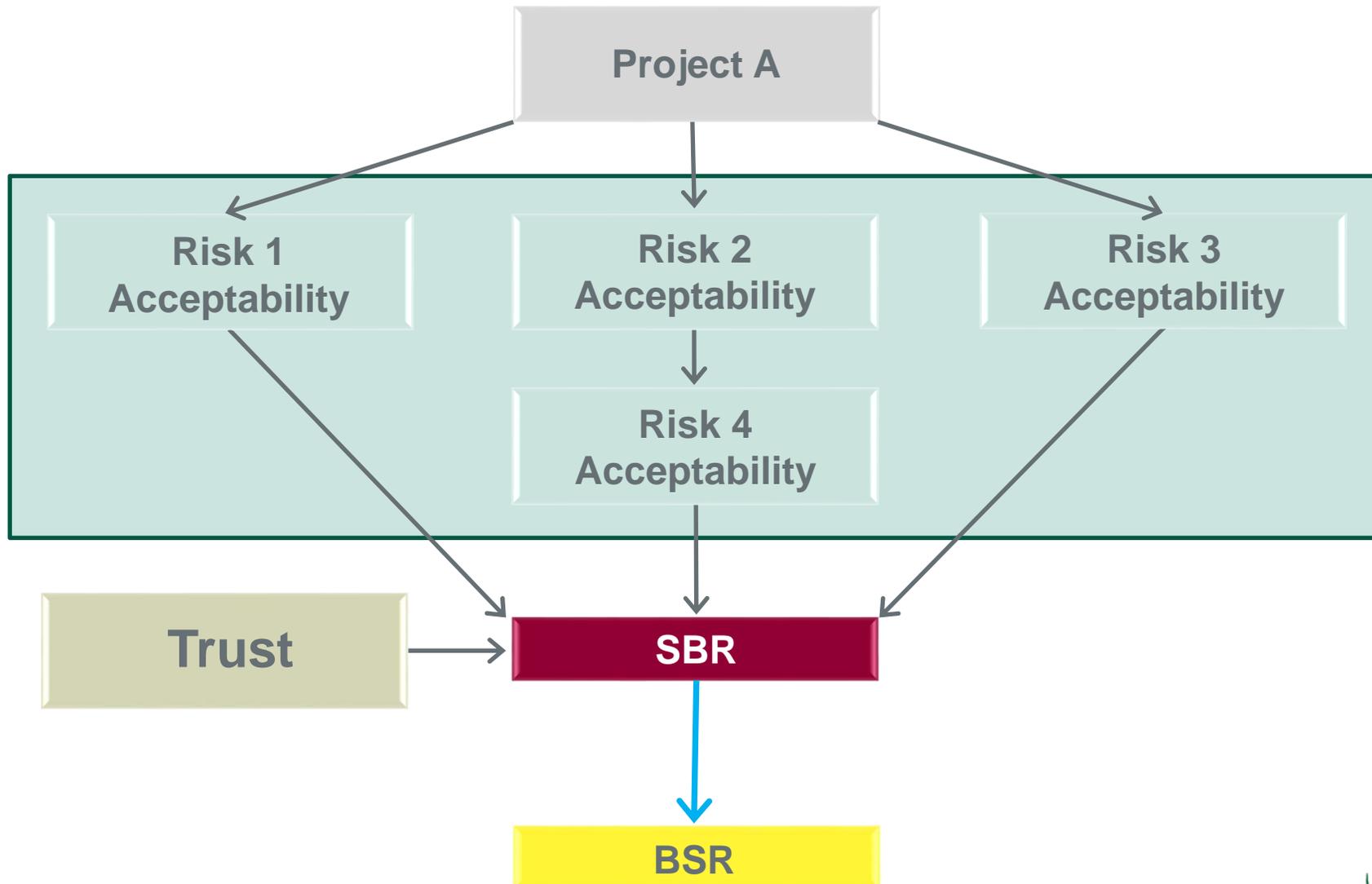
Risk Feelings

- Stigma
- Involuntary risk
- Affect heuristic
- Dread

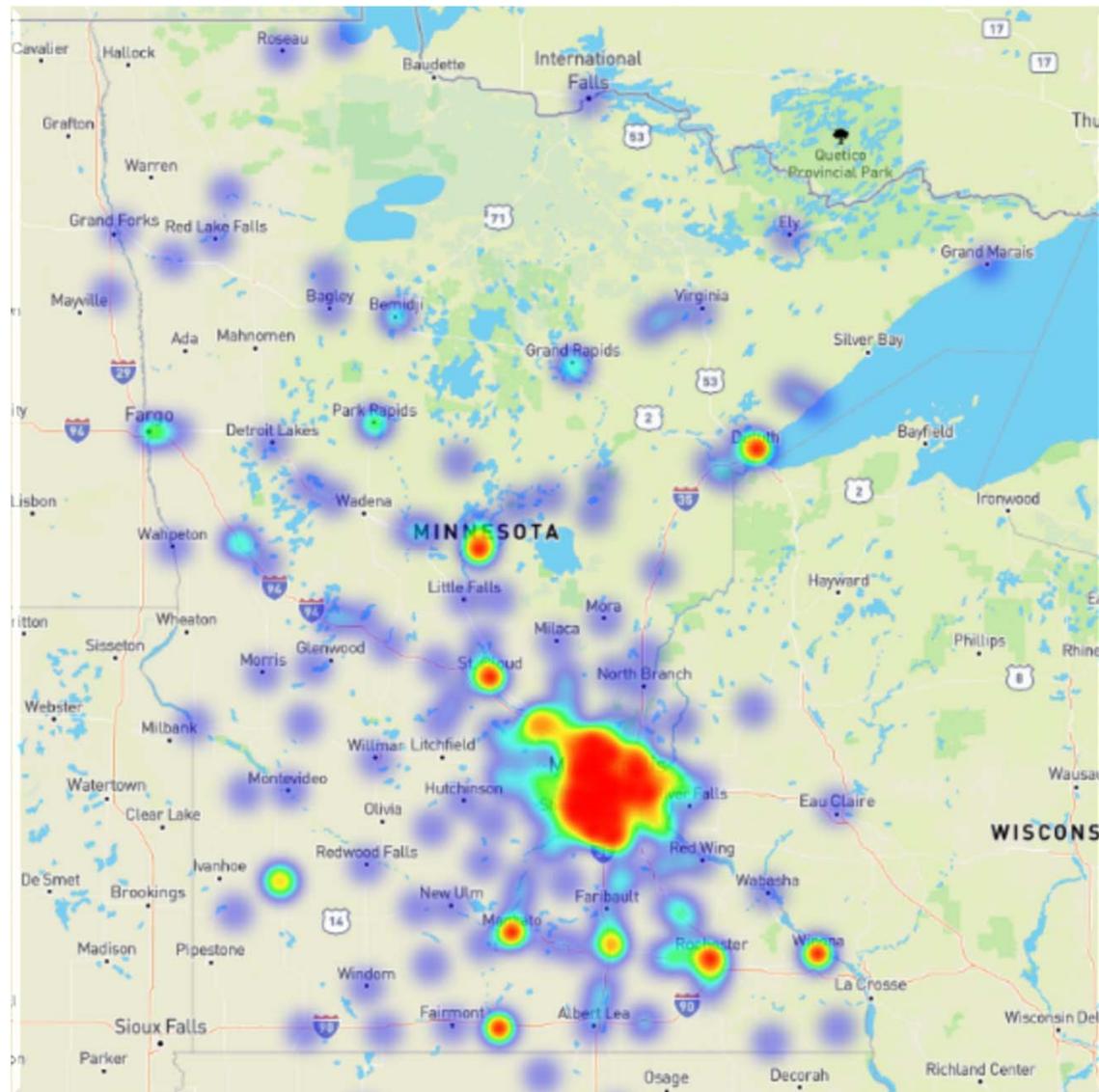
Institutional Trust

- Transparency
- Competency
- Reliability
- Care
- Honesty
- Fairness

Risks are Not Linear



Social Risks are not Geographically Constrained



How is Social Media Evaluation Used?

- Develop and implement a targeted and context-informed strategy to minimize Business Social Risk
- Monitor changes in social media to determine if how effective the strategy is
- Integrate into existing public affairs programs
- **Achieve Goal: Lower a business' social risk due social opposition and concern**

Thank You

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