



News Release

For Release
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Saying No to NIMBY

TORONTO – A local consulting company, Stakeholder Strategies Inc., has developed a new public engagement approach to help companies and governments resolve Not In My Back Yard (NIMBY) problems before they take root.

Public or private developments rarely get off the ground without significant opposition from NIMBY activists. NIMBYists are found everywhere, working against the location of needed social housing, to new big box stores, to the location of condo towers and hotels to mines and agribusinesses. No longer just an urban phenomena NIMBY is now found anywhere people and projects coexist.

The NIMBY effect is expected to be especially pronounced over the next few years in the energy sector where virtually all new power projects will experience some NIMBY forced delay. No matter if it is environmentally friendly wind power, clean gas fired generation, transmission lines or nuclear power plants all likely have NIMBY battles looming ahead.

But is NIMBY caused by self interested yokels or is it a reaction caused by poor communications from developers? Can it be prevented? SSI says yes.

Stakeholder Strategies Inc. (SSI) is a Toronto based consulting firm which has launched a new practice specialization to help project proponents deal with their external relationships, including NIMBY activists. Using a proprietary approach called **LEARN**, SSI will lead the project proponent through the five critical steps needed to combat NIMBY. “The key to the LEARN philosophy is aggressive listening to the community and its leadership” says company founder and LEARN creator Tom McLaren B.Sc. MPA. “Most NIMBY problems stem from a poor understanding of the public’s view of the project and its perceived risks and local impacts. Using the principles of LEARN, developers can avoid NIMBY problems and slay the NIMBY dragon.”

Stakeholder Strategies Inc. is a management consulting and strategic communications company which assists organizations in establishing beneficial relationships with their key stakeholders to achieve business goals and maintain brand reputation.

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Editor’s Note: A photo for this release is available on the CP picture wire via PR Direct/CCNMatthews”