

# Digital Innovation in Stakeholder Engagement for Major Urban Infrastructure.



**IAIA 26**  
QUÉBEC CITY, CANADA

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# Who am I?

From ESIA in mining to urban infrastructure

- Biologist and Ecologist;
- WSP (former Golder) since 2010;
- ESIA in many Brazilian regions;
- Often in mining & isolated areas.



# The Project

Arena MRV — Belo Horizonte (2020 – 2024)

- Atlético-MG football stadium;
- US\$200M project;
- Belo Horizonte (dense urban area);
- EMP + Execution





# Opening

Football is more than a sport

- In Brazil, football is passion, culture, and identity;
- Connection is essential in stakeholder engagement.



# How to deal with passion?

Passion can be irrational

- Be transparent;
- Act as a neutral mediator;
- Build bridges between stakeholders;
- Focus on common goals.



# Challenges

Challenges can become opportunities

- Stakeholders opposed to the project;
- COVID-19 Pandemic;
- Multiple unofficial channels sharing misinformation.

# ESIA x Execution

Programs must be dynamic

- Planning predicts impacts, execution reveals realities;
- Deal with different problems everyday;
  - COVID challenge: gathering restrictions
  - Solution: digital tools to maintain engagement.

# Engage System

Resilient engagement at scale

- Weekly WhatsApp newsletters (thousands of residents and workers)

## INFORMATIVO ARENA MRV

SAIBA TUDO QUE ROLA NA CASA DO CLUBE ATLÉTICO MINEIRO

AGOSTO DE 2023, EDIÇÃO 172.



### 7º ENCONTRO DO COLABORADOR CONSCIENTE TEVE COMO TEMA AÇÕES DE PREVENÇÃO E COMBATE À DENGUE

Na última terça-feira (08/08), foi realizado na Arena MRV o 7º Encontro do Colaborador Consciente, atividade prevista do Programa de Educação Ambiental para o público interno, com o tema "Juntos Contra a Dengue: Ações Integradas com o Meio Ambiente na Prevenção e Combate".



O evento, mediado por equipe técnica socioambiental, contou com a participação dos trabalhadores da obra. Através de uma apresentação, proporcionou a conscientização e sensibilização a respeito da importância de ações e medidas combativas à proliferação do mosquito *Aedes aegypti*, com ênfase na técnica da Wolbachia.

## INFORMATIVO ARENA MRV

SAIBA TUDO QUE ROLA NA CASA DO CLUBE ATLÉTICO MINEIRO

JANEIRO DE 2023, EDIÇÃO 141.



### ARENA MRV INICIA O PLANTIO DE MAIS 4.600 ÁRVORES EM PARQUES

A Arena MRV iniciou mais uma etapa do plantio de 46 mil mudas de árvores em parques públicos de Belo Horizonte.

Com apoio da Prefeitura de Belo Horizonte (PBH), por meio da Fundação de Parques Municipais e Zootécnica (FPMZB), até o mês de fevereiro, serão plantadas 4.600 mudas no Parque Municipal Ursulina de Andrade Melo, no bairro Castelo, e no Parque Fernando Sabino, no bairro Paquetá.

Os parques municipais estão recebendo espécies como angico-vermelho, tamboril, araçás, pitangas, embaúbas, dentre outras.



SETEMBRO | EDIÇÃO N.º 78

## BOLETIM MENSAL ARENA MRV

Confira como foi o mês de agosto na casa do GALO:

# PROJETO MUSICAL INSTITUTO GALO



### PROJETO MUSICAL INSTITUTO GALO

CRIAÇÃO DE ORQUESTRA E CHARANGA POR CRIANÇAS E ADOLESCENTES NOS BAIRROS DO ENTORNO DA ARENA

Em agosto, o Instituto Galo lançou um projeto musical que consiste na criação de orquestra e charanga, formadas por crianças e adolescentes dos bairros do entorno da Arena MRV. As aulas serão gratuitas e compostas por teoria musical e práticas instrumentais.

Os instrumentos e uniformes serão disponibilizados pelo projeto, além de lanche nos dias de aulas. As atividades serão ministradas próximas à casa do Clube Atlético Mineiro, no bairro Califórnia.

A Orquestra será composta por 60 crianças, de 8 a 12 anos. Já a Charanga contará com 30 adolescentes, entre 13 e 17 anos.

# Engage System

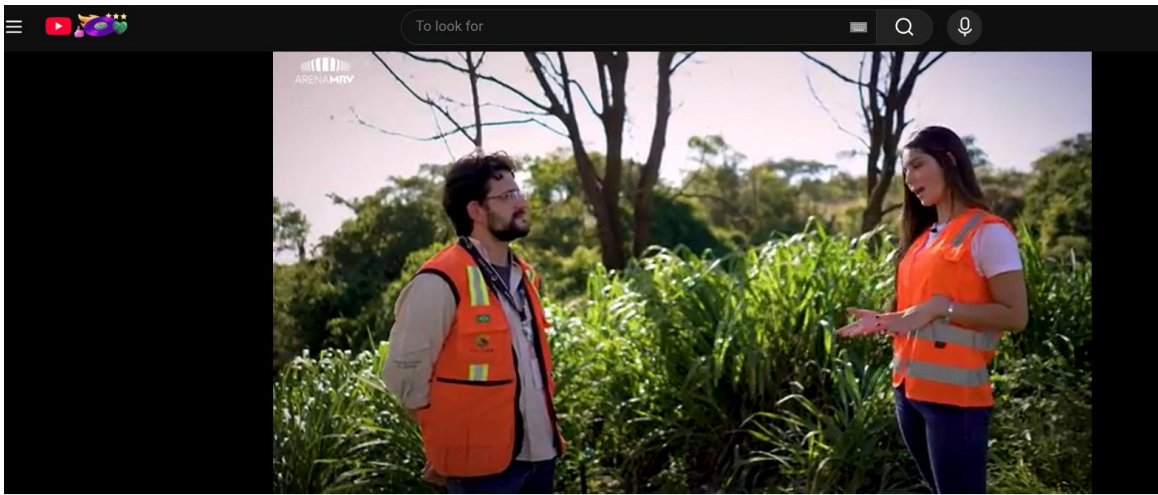
- Regular virtual meetings with local leaders and regulators;
- Construction site visits and in-person meetings whenever pandemic restrictions allowed;
- They were able to closely follow the construction process.





# Engage System

- Social media reach and visibility of Arena MRV:
  - YouTube 80K
  - Instagram 560K
  - Twitter 170K



### Bat Forest will be revitalized by Arena MRV.

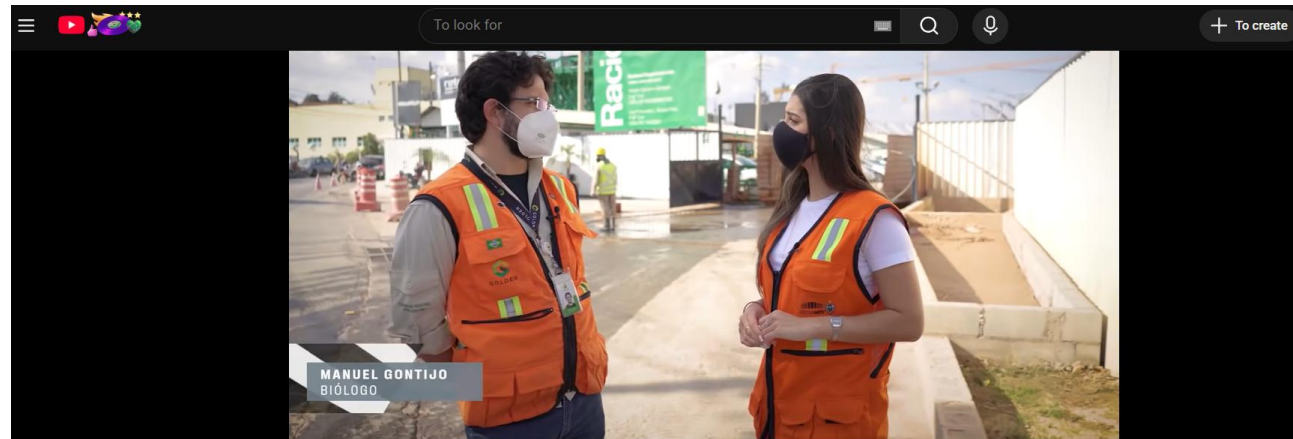
Arena MRV 76,500 registered

941 likes To share To ask Save

23,259 views 5 years ago January 19, 2021

All From Arena MRV Nature

THE BLACK P  
Episode 02: L  
Arena MRV



### The wheel washer: where does the water come from?

Arena MRV 76,500 registered

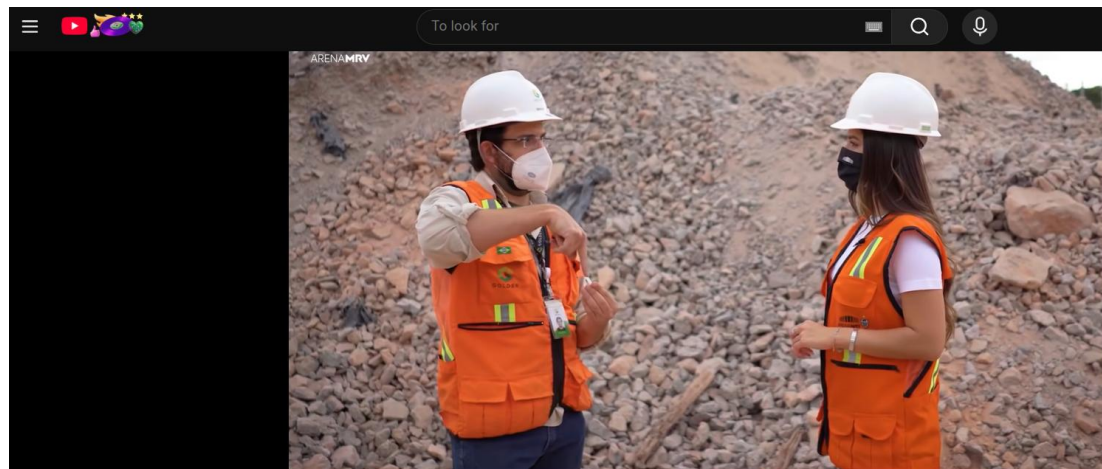
714 likes To share To ask Save

18,000 views 4 years ago  
Arena MRV values environmental preservation and the well-being of its neighborhood. Therefore, biologist Manuel Gontijo, a familiar face on our channel, will explain the importance and operation of the Arena MRV wheel washing station.  
...more

All From Arena MRV Nature Related

Arena MRV - 06/27/2021 - 4/  
WHEEL WASH & GALO BIKERS...  
Our MRV Arena  
2.2 thousand 4 years ago

BEHIND THE SCENES - Slab



### Crusher crushes!

Arena MRV 76,500 registered

1 thousand likes To share To ask Save

15,000 views 4 years ago  
Do you know how the concrete from Arena MRV is transformed into crushed stone? We'll show you right now! Biologist Manuel Gontijo explains all

All From Arena MRV Nature Related

Everything about the  
construction process of the ...  
Arena MRV  
9.2 thousand 5 years ago



### Hydroseeding at Arena MRV

Arena MRV 76,500 registered

1.7 thousand likes To share To ask Save

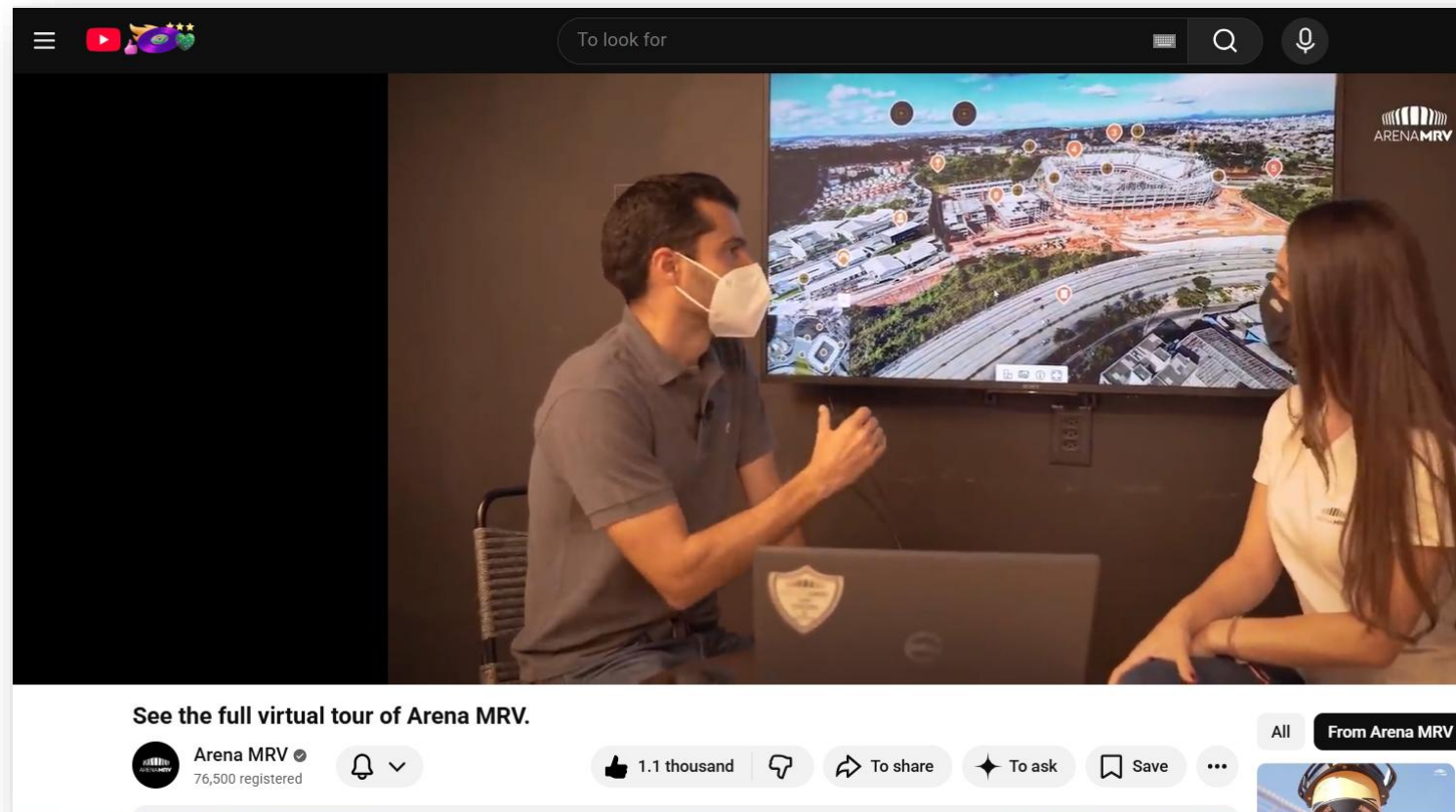
12,000 views 4 years ago  
Hydroseeding is a spray planting process that uses both seeds and fertilizer. In today's video, we'll explain how it works and what advantages this

All From Arena MRV Slabs Related

FROM THE DOUGH - FAEL LIMA  
Arena MRV  
23 thousand 4 years ago

# Engage System

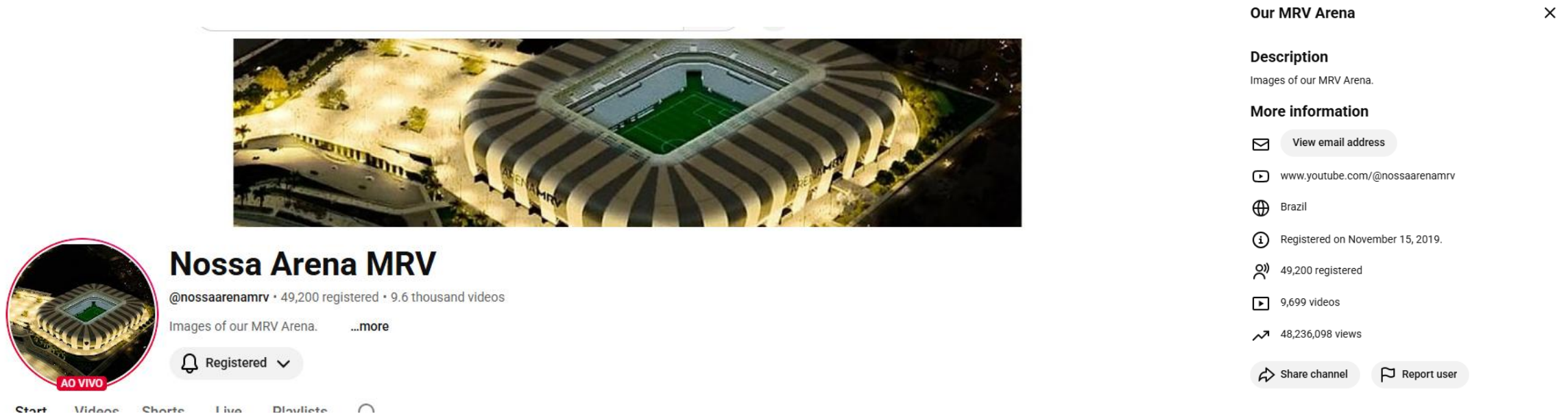
- Virtual tours using drone imagery and fixed time-lapse cameras to track construction progress.





# From risk to ally

- Independent YouTube channels -> spreading misinformation;
- Strong relationships turned them into trusted messengers.



The image shows a screenshot of a YouTube channel page for 'Nossa Arena MRV'. The channel name is 'Nossa Arena MRV' with the handle '@nossaarenamrv'. It has 49,200 registered members and 9.6 thousand videos. The channel description is 'Images of our MRV Arena.' The channel is registered on November 15, 2019. The channel has 9,699 videos and 48,236,098 views. The channel is located in Brazil. There are buttons for 'View email address', 'Share channel', and 'Report user'. The channel is also marked as 'Registered'. The channel's profile picture is a circular image of the MRV Arena at night, with a red 'AO VIVO' (Live) badge. The channel's banner image is a large aerial view of the MRV Arena at night, showing the stadium's distinctive curved roof and the green field.

**Our MRV Arena** ×

**Description**  
Images of our MRV Arena.

**More information**

- ✉ [View email address](#)
- 📺 [www.youtube.com/@nossaarenamrv](http://www.youtube.com/@nossaarenamrv)
- 🌐 Brazil
- 🕒 Registered on November 15, 2019.
- 👤 49,200 registered
- 📺 9,699 videos
- 📈 48,236,098 views

[Share channel](#) [Report user](#)

# Outcomes

- Cross collaboration: regulators, community, client, WSP
- Stakeholder positive recognition;
- Engagement extended beyond site boundaries.

# What I learned?

- Be ready to learn - even in your own city;
- Local communities know the territory better than you;
- Listen first, then act;
- Trust grows when people feel heard and respected.

# Core Question

Trust in an era of misinformation

**How can we rebuild public trust in an era of misinformation?**

# Core Question

- Rebuild trust with better engagement;
- Using clear and simple language;
- Science is for everyone;
- Combine digital tools with human connection;
- If we don't communicate well, someone else will — often with misinformation.

# Key takeaways

A simple, reusable playbook

- 1- Listen first and communicate in stakeholder language;
- 2- Be resilient to adapt programs;
- 3- Every place is unique;
- 4- Do it for your Family!





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# Let's continue the conversation!

Message me your questions or comments in the IAIA26 app.

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**#iaia26**