



COMMUNITY PERCEPTION SURVEY

At Banpu, community engagement is a relational process that fosters communication, interaction, and involvement between the company and local communities to create social capital. By engaging in open dialogue, Banpu and the communities can share their aspirations, concerns, and values, leading to improved outcomes tailored to the community's needs. Successful engagement strengthens community ownership and builds mutual understanding, contributing to better social and organizational results.

Regular feedback and dialogue with communities are crucial for improving engagement performance, building trust, and empowering communities. Conducting systematic community perception surveys helps Banpu understand local needs, adjust operations accordingly, and ensure alignment with Human Rights principles. The goal is to improve current and future community engagement programs by incorporating community feedback into decision-making, ensuring programs are more accountable and impactful. This manual supports Banpu's business units in establishing and managing these surveys, aiming for continuous improvement in engagement efforts across the company and its supply chain.

How to Establish and Manage a Community Perception Survey

The feedback cycle lies at the core of the approach. It consists of 5 iterative steps: design, data collection, data preparation, dialogue, and action.

Step-1: Design

Designing the right questions is the starting point. It recommends reviewing our community engagement program's key objectives as well as community engagement work to understand what it sets out to achieve and reflect on information needs. The questions then need to be checked with the targeted people.

Step-2: Data Collection

Financial resources for the survey, when planning a survey, it's essential to consider available financial resources, as they influence the ability to hire personnel or contract external companies for data collection. The methodology involves asking questions, and data collection should ideally occur every three years, tailored to the specific context. Various methods, such as face-to-face interviews, smartphone surveys, SMS surveys, or enumerated calls, can be employed. Choosing a cost-effective data collection approach requires careful analysis of constraints, opportunities, and the complexity of the survey questionnaire.

Step-3: Data Preparation

To analyze the data and present it clearly and visually for stakeholders. It should be disaggregated by key characteristics like gender, age, and country of origin, and compared with other data sources.

Triangulation: Combining perception-based surveys with other information sources enhances the evaluation of humanitarian actions. This process involves comparing attitude markers with objective criteria to provide a comprehensive analysis.

This helps gather significant insights into developing an analysis report for key stakeholders.

Step-4: Dialogue

This is the stage where staff makes sense of the data, learns more about what it means, and translates it into practical steps. This involves two steps:

1. Internal meetings to discuss the data.
2. Engagement with communities to seek their views on the findings and on future potential community engagement programs.

Community Dialogue, engaging with communities about the data findings and the company's plans is essential. This dialogue provides a reality check, ensuring that the analysis and interpretation resonate with community perspectives.

Step-5: Action

This stage focuses on using survey results to improve community engagement by incorporating feedback. Analyze community input from the previous step and develop an improvement plan. Whether actions are implemented or considered, the cycle of data collection, analysis, and dialogue continues, creating a continuous feedback loop to track performance and manage community engagement.

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