

Case study

Mercer Peace River Pulp Ltd.

Industries: forestry | pulp and paper products

Mercer Peace River: a leading pulp mill

Located in the boreal forest region of Alberta, Canada, Mercer Peace River Pulp Ltd. (Mercer) has been a cornerstone of the regional economy since 1990. The mill specializes in producing high-quality softwood and hardwood pulp, primarily for customers across North America but also in Asia and Europe.

Indigenous partnerships: a cornerstone of sustainable forestry in Canada

In Canada, Indigenous engagement is a crucial aspect of forestry, with companies recognizing the importance of building strong relationships with Indigenous communities. Mercer is committed to this approach, engaging and consulting with 16 Indigenous communities, continuously working to build trust, and remaining open to opportunities for long-term partnerships that promote sustainable collaboration.

Mercer is pursuing PAIR (Partnership Accreditation in Indigenous Relations) certification through The Canadian Council for Indigenous Business (CCIB) as part of its commitment to reconciliation with Indigenous people. This accreditation recognizes the company's dedication

to developing strong relationships with Indigenous communities and upholding its commitments.

Accurate tracking of Indigenous engagement is crucial to building strong relationships. It ensures that commitments to communities are upheld, and records are easily accessible.

Fragmented engagement data: a recipe for chaos and a threat to Indigenous relationships

“Our management of communications, engagement activities and commitments with Indigenous communities has progressed over the last 30 years from a very resource-intensive paper and file folder approach to more efficient digital systems, especially for our consultation with Indigenous communities in our Woodlands department.

Our challenge was to find a centralized engagement system that could be used by all departments to maintain a historical record of our company's engagement, including tracking our interactions, commitments, and progress with communities to ensure accountability,” says Josh Magnusson, Indigenous Relations Coordinator at Mercer Peace River.

Revitalized engagement processes: a partnership success story

Jambo and Mercer worked together to onboard the entire Mercer team onto Jambo successfully. Legacy systems were retired, and all rightsholder information—contacts, emails, documents, and commitments—were imported into Jambo.

Jambo is now the centralized system for managing stakeholder and Indigenous engagement at Mercer. With Jambo, teams can track all interactions and commitments with Indigenous communities, promoting a more coordinated and accountable approach.

The implementation of Jambo has helped Mercer work towards meeting its regulatory requirements, including its PAIR certification. By leveraging Jambo's capabilities, the organization is better equipped to manage engagement interactions, track progress, and meet our commitments, which in turn has improved our ability to build trust with Indigenous communities.

This streamlined approach has significantly improved Mercer's Indigenous engagement processes and strengthened relationships with communities.

"What I really like about the Jambo is how user-friendly and simple to use it is," says Josh Magnusson, Indigenous Relations Coordinator.



Results that matter

Mercer's collaboration with Jambo has yielded significant benefits in managing their Indigenous engagement. Some notable outcomes include:

- **Efficient planning and delivery of communication and engagement efforts:** by using Jambo to support the implementation of its annual community engagement project, Mercer has streamlined its communication efforts, ensuring that each interaction is logged, categorized, and assigned to the right department.

- **Improved data management and accountability:** Mercer has been able to maintain a continuous record of engagements with Indigenous communities, which is a requirement for its PAIR certification.
- **Increased adoption of engagement tools across the organization:** Jambo has become integral to Mercer's daily workflow, with all departments now utilizing the platform. This success is poised to be replicated in other locations within Canada and worldwide.

These benefits demonstrate the positive impact that Jambo can have on forestry companies working to improve their Indigenous engagement. It enables organizations like Mercer Peace River Pulp Ltd. to build and maintain stronger relationships and achieve their goals more effectively.

"This tool is fantastic," says Josh Magnusson, Indigenous Relations Coordinator.

About Jambo

Jambo is Stakeholder Relationship Management (SRM) software designed to streamline and simplify stakeholder engagement for organizations and governments worldwide. Jambo makes it easy to manage all stakeholder information and track all your communications in one place.

Managing interactions with stakeholders, communities, and other important groups can become complex and time-consuming. Unlike traditional CRMs and spreadsheets, Jambo was designed specifically to address the unique challenges of stakeholder engagement data management and provides a comprehensive solution for managing all your stakeholder information in one secure location.

Built on Amazon Web Services (AWS) infrastructure, Jambo takes advantage of AWS's scalability, security, and reliability to provide a seamless user experience. As an official Amazon partner, we leverage their vast network and expertise to offer our customers the most comprehensive SRM on the market. **Book a demo.**



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